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CHICAGO

NATIONAL PRINTER JOURNALIST

NEW YORK

JUNE 1908

H. D. ROOSEN COMPANY

Sells More

Fine Halftone, Cut and Book Blacks

than any three other firms combined

The Name

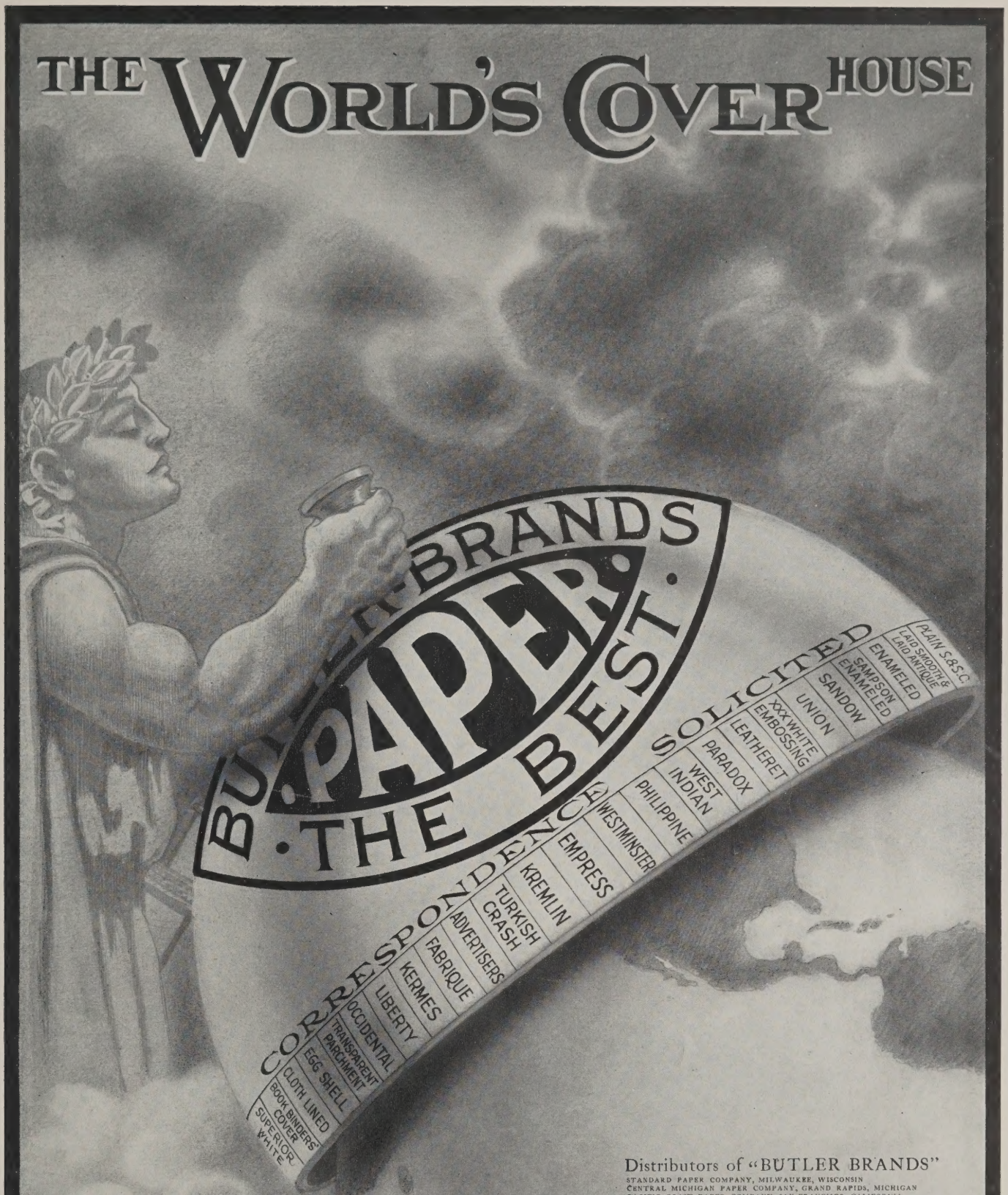
H. D. ROOSEN COMPANY

on an Ink can corresponds in value to the word

"Sterling" on silver.

263 WATER STREET, - BROOKLYN, N. Y.

THE WORLD'S COVER HOUSE



Distributors of "BUTLER BRANDS"

STANDARD PAPER COMPANY, MILWAUKEE, WISCONSIN
CENTRAL MICHIGAN PAPER COMPANY, GRAND RAPIDS, MICHIGAN
PACIFIC COAST PAPER COMPANY, SAN FRANCISCO, CALIFORNIA
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SOUTHWESTERN PAPER COMPANY, HOUSTON, TEXAS
SOUTHWESTERN PAPER COMPANY, OKLAHOMA CITY, OKLAHOMA
AMERICAN TYPE FOUNDERS COMPANY, SPOKANE, WASHINGTON
AMERICAN TYPE FOUNDERS COMPANY, VANCOUVER, BRITISH COLUMBIA
NATIONAL PAPER & TYPE COMPANY, Export only, NEW YORK CITY
NATIONAL PAPER & TYPE COMPANY, CITY OF MEXICO, MEXICO
NATIONAL PAPER & TYPE COMPANY, CITY OF MONTEREY, MEXICO
NATIONAL PAPER & TYPE COMPANY, HAVANA, CUBA
SCOVILLE PAPER COMPANY, OGDEN, UTAH

J.W. BUTLER PAPER CO. CHICAGO

THE engraver who does his work at the elbow of the pressman, sees every difficulty that confronts the printer, and soon learns to dodge and overcome objectionable qualities that are so common with process plates and electrotypes. We are just so situated. We have a training in the art of plate making which is afforded to but few engravers. Zinc etchings, half-tones and electrotypes ordered from us give you a product as good as we make for our own presses. We have been confronted with and have overcome the difficulties in plate making that cause the printer much loss of time, and make high grade results impossible.

Manz Engraving Company

The Hollister Press

75 East Monroe St.

Between State and Dearborn

CHICAGO

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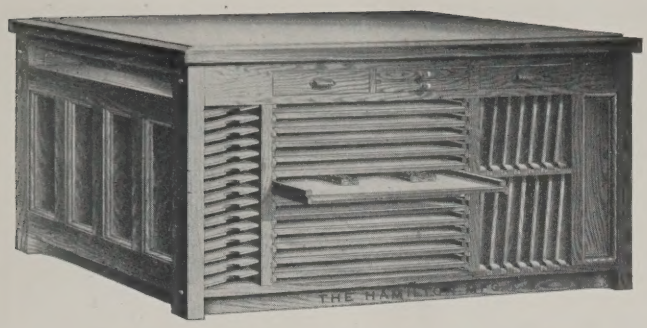
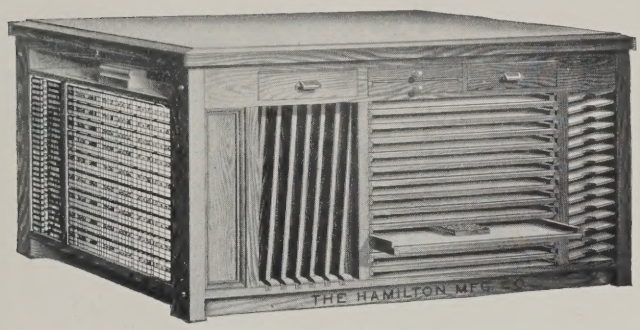


METROPOLITAN FRAME—Showing one face and panelled end



METROPOLITAN FRAME—Showing one face and Furniture in end

WHEN IT'S NEW, IT'S HAMILTON'S

The Metropolitan Imposing Stone Frame (With Dustless Bottom)
Fitted with Letter Boards, Galley Racks, Reglet and Furniture Racks, Drawers for Metal Furniture Etc.

There is a constant demand for special Imposing Frames, not only special in size, but special in arrangement of material.

The Metropolitan Frame takes a stone 48 x 72 inches, a size found very convenient in large city offices.

The Furniture and Reglet are placed in one end, and takes up very little space, leaving nearly all of both sides available for other equipment.

The ends are open, providing shelves or pigeon holes for planers or other tools. The base runs to the floor, thus preventing dust or refuse from accumulating underneath, and is set back several inches, providing toe room for the workman. The corners of this recessed footrail are rounded, which will allow all refuse to be easily swept away, with no corners to dig out.

EQUIPMENT

LETTER BOARDS. There are 24 Letter Boards, arranged in two tiers, 12 boards in each tier, size inside 23¼ x 30½ inches, one tier on each side of the Frame. Letter Boards supported on heavy steel runs.

DRAWERS. Under the coffin there are four drawers, all of which run through the Frame and can be drawn from either side. Two large drawers 3 inches deep and 14 x 48¾ inches inside; two shallow drawers one inch deep for metal furniture, 14 x 48¾ inches inside.

CHASE RACKS. On one side a series of six Chase Racks, with vertical clearance 25⅞ inches; measurement from front to back 32⅛ inches. On the other side two series of six Chase Racks, measuring vertically 14 and 11 inches, both series measuring 17½ inches from front to back. All Chase Racks are metal lined on the bottom.

GALLEY RACKS. Two tiers of Galley Racks, one tier on each side of the Frame, each tier having fourteen shelves for double column Galleys.

FURNITURE. A total of 206 yards selected oil soaked hardwood Furniture in various widths and lengths, comprising 1,155 pieces.

REGLET An assortment of nonpareil and pica Reglet, cut on the point system, smooth and perfect. A total of 280 yards, comprising 2,016 pieces.

DIMENSIONS AND WEIGHT

Height from floor to top of stone, 38 inches.—Size of Stone, 48 x 72 inches.—Frame occupies floor space 50½ x 74½ inches.—Weight, complete, with stone and full equipment of Reglet and Furniture, 2,250 lbs.

Weight, complete, without the Stone, 1,360 lbs.

List Price, complete with Stone - - - - - - - - **$195.00**

SEND FOR COMPLETE DESCRIPTIVE CIRCULAR

ALL PROMINENT DEALERS CARRY HAMILTON GOODS IN STOCK

THE HAMILTON MFG. CO.

Main Office and Factory, - - - - TWO RIVERS, WIS.
Eastern Office and Warehouse, - - - RAHWAY, N. J.

A valuable Line Gauge, graduated by picas and nonpareils, mailed free to every printer who asks for it.

WOOD TYPE

of guaranteed uniform height—the only kind we make. Some printers and some others have lately had occasion to appreciate what perfection in the height of wood type means. Our perfect wood type is the cheapest, not only in price, but also in economical working qualities.

The Largest Electrotype Foundry on Earth - - - - - -
- - - - - - - An Engraving Plant Equal to Any on Earth

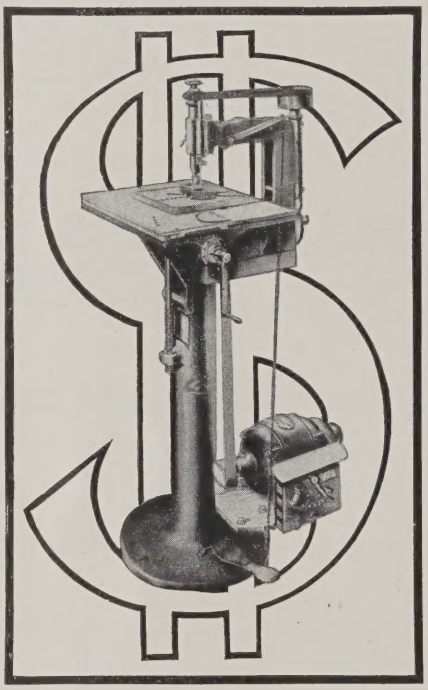
GLOBE ENGRAVING & ELECTROTYPE COMPANY

407-427 Dearborn Street Chicago

IF YOU are a buyer of Engravings you should have our ***Revised Scale of Prices,*** the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated. Use your letter head in writing for the scale and samples of our work.

Talks to Business-Like Printers

A PRINTER'S TOOL designed on lines suggested by the Practical Printer that will **Saw, Trim, Miter, Bevel, Drill, Route, Mortise,** inside and out, **Jig-Saw, Grind** and **Plane Type-High**—every operation to **point measurement.**



Our Selling Method

LET us send you the machine for a trial, and if it doesn't show you in thirty days that it is a worry-saver and a money-maker and worth keeping, send it back.

Talk No. 2---Selling and Cost Prices

¶ If you were *the only* printer *in the world,* or in your state, *or even in your town,* you might depend on *increasing your profits* at the *selling end* of your business.

¶ *But there are others,* quite a number. Altogether we call these others COMPETITION.

¶ Competition maintains a certain *general level of selling prices,* and, in the printing business, that level is, on an average, down pretty close to the *cost of production.* Altogether *too* close.

¶ *Now, there is the place where the margin between cost and selling price can be widened.*

¶ Competition, in its natural course, *prevents* you from raising the selling price, but *nothing* can prevent you lowering the cost, except your own neglect of opportunity.

¶ The print-shop with a MILLER SAW-TRIMMER can make good money on work on which the old-fashioned shop, with the tinkering, time-losing tools, would not break even.

¶ That is a fact established in every shop where a MILLER SAW-TRIMMER has been installed.

¶ *Notice this*--you are now competing against great odds without this up-to-date tool. A good many shops have it, and many more are installing it each month.

¶ You are doubtless convinced that it is a good thing, but you are waiting till you can better afford it.

¶ You can afford it better now than next year. It will have itself half or all paid for by this time next year, (some report that they saved the cost of the machine on one job), and you will be the machine ahead and good money besides.

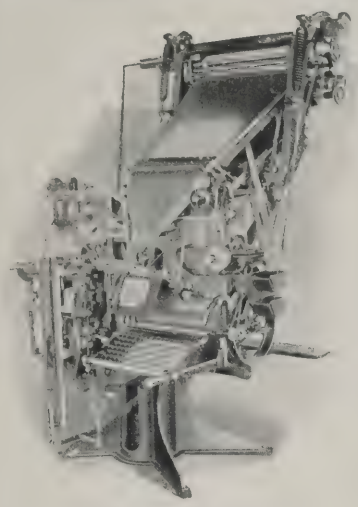
¶ But before you buy, put a machine in on trial for 30 days. You can then begin to get a line on what it will do in your shop in a year's run.

¶ If it doesn't show you a *decrease in cost of production* that is very much worth while, send it back, freight collect.

¶ That is the only *real guarantee* of satisfaction we know of--to let you satisfy yourself.

¶ Write us now to insure having your order filled early.

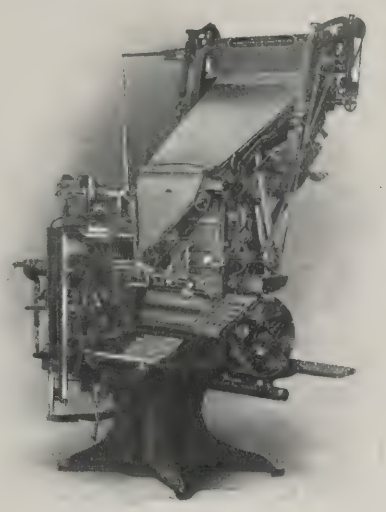
Miller Saw-Trimmer Co., Milwaukee, Wis.



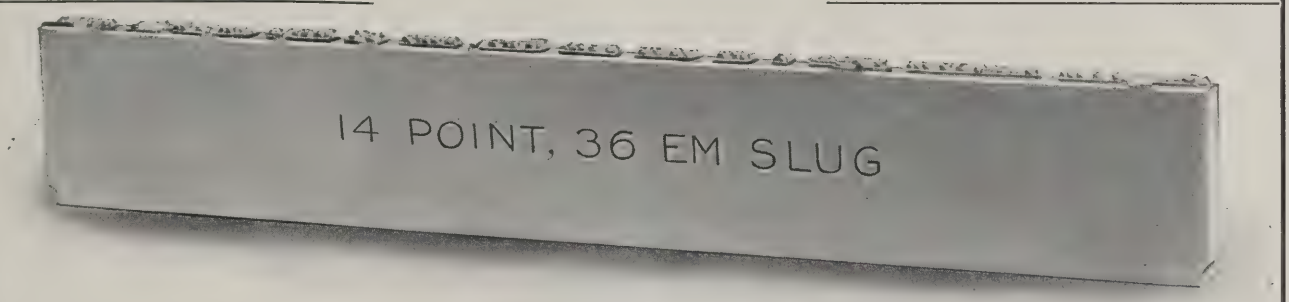
Quick Change, Model 6
SINGLE MAGAZINE PRICE $3300

Wide Measure Linotypes

36 Em Slug



Quick Change, Model 7
DOUBLE MAGAZINE PRICE $3750



Of the 83 Double Magazine Linotypes now running in the Government Printing Office, Washington, 16 are Model 7, 36 em machines, upon which all the enrolled bills are now being set.

Quick Change, Model 5, Single Magazine, 30 ems, $3150
Quick Change, Model 4, Double Magazine, 30 ems, $3600

SIXTY-TWO ORDERS

Have been entered for

TWO LETTER JUNIOR LINOTYPES

between

February 1, 1908 and April 30. 1908

The Only LOW PRICED

machine carrying

FOUR ALPHABETS

Upper and lower case Roman
Upper and lower case Gothic

On one set of matrices, and at the instant command of operator from a keyboard of only 78 keys.

PRICE $1500 EASY TERMS

8 to 13 ems in measure **6 to 10 point in body** **6 and 8 point faces**

Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
WELLINGTON, N. Z. } Trading
MEXICO CITY, MEX. } Company

TORONTO: The Mergenthaler Co., Ltd.
BUENOS AIRES: Louis L. Lomer
CAPE TOWN: John Haddon & Co.

HAVANA: Francisco Arredondo

TOKIO: Teijiro Kurosawa

"Good Rollers"

Practical Men and Methods

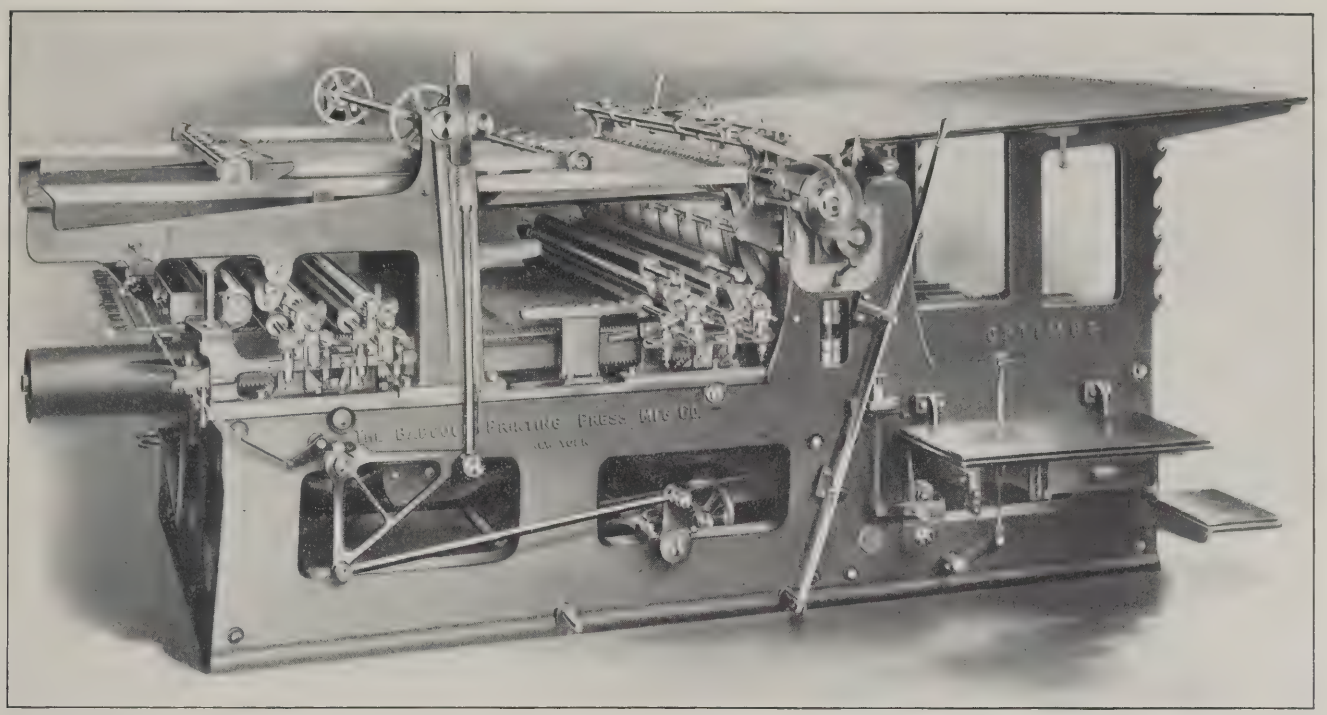
The Buckie Printers' Roller Co.

ESTABLISHED 1869

Oldest in the West

FACTORIES

Chicago, Ill.	Detroit, Mich.	St. Paul, Minn.
396-398 S. Clark Street	172-4 Grand River Ave.	466 Jackson Street



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha; Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; The Barnhart Type Foundry Co., Dallas; E. C. Palmer & Co., Ltd., New Orleans; National Paper & Type Co., City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply Company, Seattle; Pacific States Type Foundry, San Francisco.

The Babcock Optimus
The Babcock Optimus

A real, positive, extraordinary fact is the little need of repairs on Optimus presses. We would like to emphasize it.

Optimus Simplicity, Optimus Construction, Optimus Strength, make repairs practically nothing during the life of the press. Money is saved, but of more importance is the saving of aggravating and expensive delays.

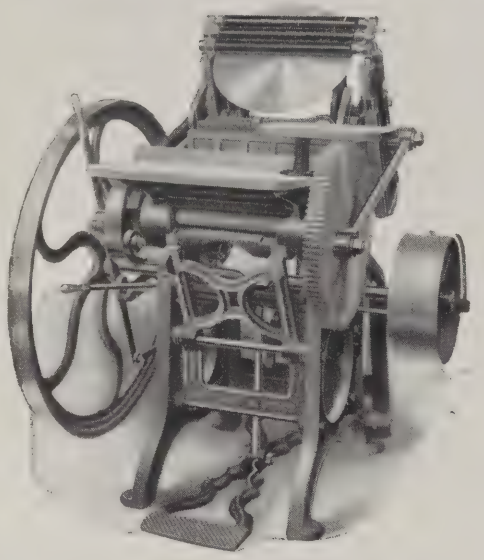
One user has written: "The repair problem and cost has been of so little account that it has struck me forcibly. You cannot emphasize the fact too much—the Optimus is short on repairs and long on work."

Such result is possible only with Excellent Design and Best Construction, which also fit the Optimus for the hardest service. No press gives so little bother. And this is another real, positive, extraordinary fact we wish to emphasize.

The Babcock Optimus

SET IN OLD ROMAN SEMITONE AND AUTHORS ROMAN

The Chandler & Price Press



Has won friends over the whole world, always receiving everywhere highest commendation.

A rigid factory inspection insures perfection before a single press is permitted to leave the factory—"It is better to detect than to have to correct," has been followed in the making of each machine.

The Chandler & Price Company

Manufacturers of High Grade Printing Machinery. Cleveland, Ohio, U. S. A.

"PERFECTION" WIRE STITCHING MACHINES

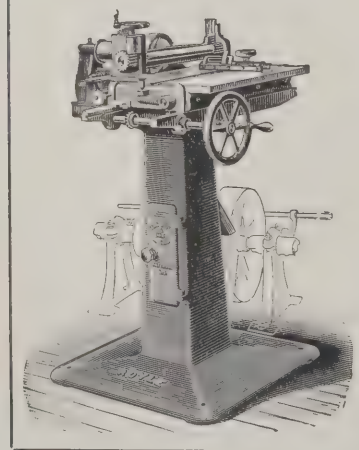
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



Success in Photo-Engraving

From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Rebuilt Model 1, 2-letter Linotypes, with new matrices, new spacebands and Universal mold for $2000.00. F. O. B. Chicago.

We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

We Repair Spacebands

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

GOOD

ENOUGH FOR ANY PURPOSE.

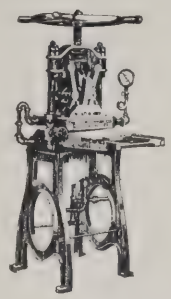
BETTER

INKS CAN NOT BE MADE.

BEST

ON THE MARKET.

QUEEN CITY INK



Any Printer can add materially to his income and keep his wheels well greased if he will add a **Rubber Stamp Making Outfit** to his establishment. The Stamp Business is a good filler for dull times. Don't be a Bromide—Write for a catalogue and get to work at once.

THE J. F. W. DORMAN CO.
BALTIMORE, MD. - U. S. A.

Megill's Patent
AUTOMATIC REGISTER GAUGE

The Great Side Guide for color-work on Platen Presses.

Registers to a split-hair,

Saves Stock,

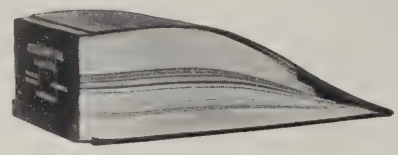
Increases output.

Send for booklet, specimens, and prices.

E. L. MEGILL, Patentee and Mfr., 60 Duane St., New York

ST. LOUIS PHOTO ENGRAVING CO.
DESIGNERS AND PROCESS ENGRAVERS
HALF-TONE AND ZINC ETCHING
N.E. COR. 4TH & PINE STS.
SEND FOR SAMPLES.
ST. LOUIS, MO

James White Paper Co.



TRADE MARK

210 Monroe Street, Chicago

Cover and Book Papers

THE SEAL OF THE ADVERTISER'S APPROVAL A SIGN OF SATISFACTION

Do you Appreciate Intelligent, Careful Co-operation and Prompt Service in your Catalogue Work, your Ad Designs, Half-tones and Engravings?
OF COURSE YOU DO!
THEN LET US HELP YOU.
Phone Nos., Randolph 747-748, Auto. 6940.

Present Phone Numbers—Randolph 748, Randolph 747

BUFFALO PRINTING INK WORKS

1543-1551 NIAGARA ST.
BUFFALO
N. Y.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

FACTORIES

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PITTSBURG
First Avenue and Ross Street

ST. LOUIS
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KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

MILWAUKEE
135 Michigan Street

DALLAS
675 Elm Street

Lining Crawford
Hansen Lining Type

Lining Caslon O. S. No. 2
Hansen One Line

Lining Caslon O. S. No. 2, Italic
Hansen the Standard

Lining Buffalo
Hansen Poster

Lining Buffalo Italic
Hansen Unitset

Lining Buffalo Condensed
Hansen Lining Type

Lining Devinne No. 3
Hansen Diamond

Lining Devinne Condensed No. 3
Hansen Point System

Lining Devinne Extra Condensed No. 3
Hansen One Line System

Lining Stratford O. S.
Hansen Diamond

Lining Cambridge
Hansen Diamond Set

Lining Mastodon
Hansen the Best !!

Lining Boston Gothic
Hansen Lining Type

Lining Gothic No. 18
Hansen Lining Set

Lining Gothic Italic
Diamond Nicks

A few of the bargains we offer in Johnsonized Machinery

No. 701—Campbell, 2 rev., Job and Book, size of bed 37 x 52, will print 4 pages 7 column, 4 form rollers, front delivery, table distribution, impression throw-off, side and overhead steam fixtures ..... $ 850.00

No. 671—Cottrell, 2 rev., Job, size of bed 26 x37, air springs, front delivery, table distribution, 4 form rollers, cylinder trip, back-up motion, side and overhead steam fixtures, counter and jogger, for fine job work, good as new..... 1,200.00

No. 702—Babcock Drum, six column quarto, 4 pages 6 column, air springs, tapeless delivery, rack and screw distribution, slitter, side and overhead steam fixtures, good machine job and newspaper work..... 650.00

No. 622—Cranston Drum, size of bed 33 x 48, 4 pages 6 column, air springs, tapeless rear delivery, back-up motion, steam fixtures, job work, good as new..... 750.00

No. 703—Cottrell Drum, six column quarto, 4 pages 6 column, air springs, tapeless delivery, steam fixtures, fine condition..... 600.00

No. 659—Campbell Drum, 6 column quarto, 4 pages 6 column, tapeless delivery, table distribution, late style, newspaper and job work..... 550.00

No. 670—Standard Prouty, 4 pages2 5 column or 2 pages 7 column, hand and power fixtures.... 350.00

Above only a few of the Cylinder Presses we have in stock. Let us know your requirements and what you have to trade. Also a fine stock of new and rebuilt—Folders, Jobbers, Wire Stitchers, Staplers, Engines, Paper Cutters, etc.

C. I. Johnson Mfg. Co.

ST. PAUL, MINNESOTA

Johnsonized Machinery means the better grades of printing machinery—rebuilt, not only overhauled.

Every machine inspected before shipping, by a practical printing press machinist (some member of the firm).

Hansen Lining Type Hamilton Wood Goods Chandler & Price Gordons and Paper Cutters always in stock.

"Johnson's Guarantee Makes Good."

DISPLAY SET IN BOSTON GOTHIC AND CAMBRIDGE

UNIFORMLY EXCELLENT

ULLMAN'S INKS

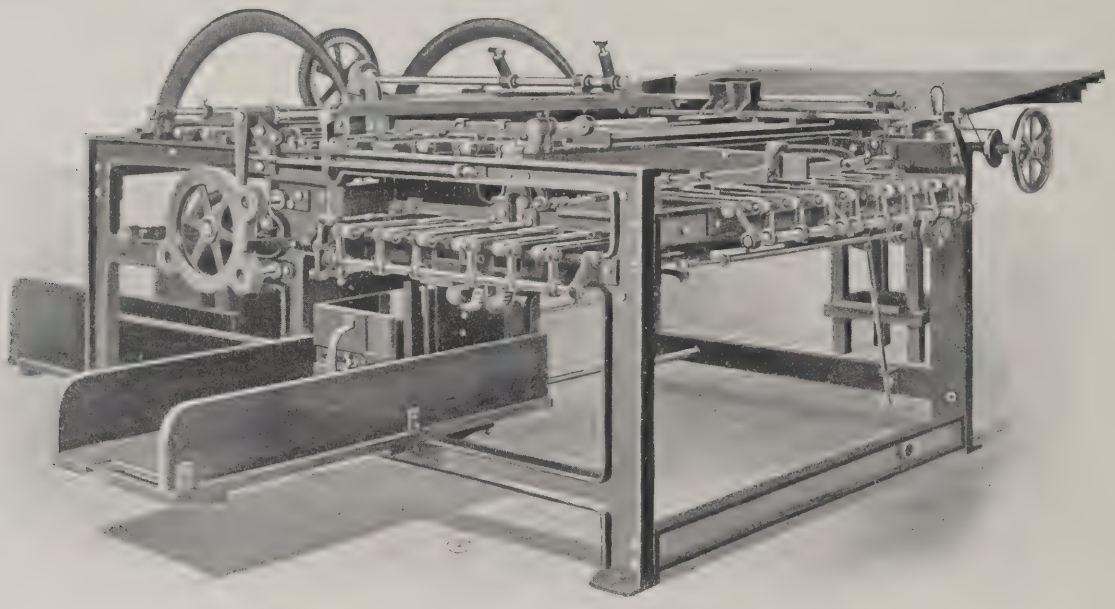
NO EXTRA CHARGE

Buy Ullman's Inks
And get—not only
So much (Varnish, Color, Dryer, Etc.) ground together
But—Also the benefit
Of forty years of
Knowledge and experience
But
you
don't
have
to
pay
for
THAT

SIGMUND ULLMAN CO
NEW YORK
CHICAGO
PHILADELPHIA

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

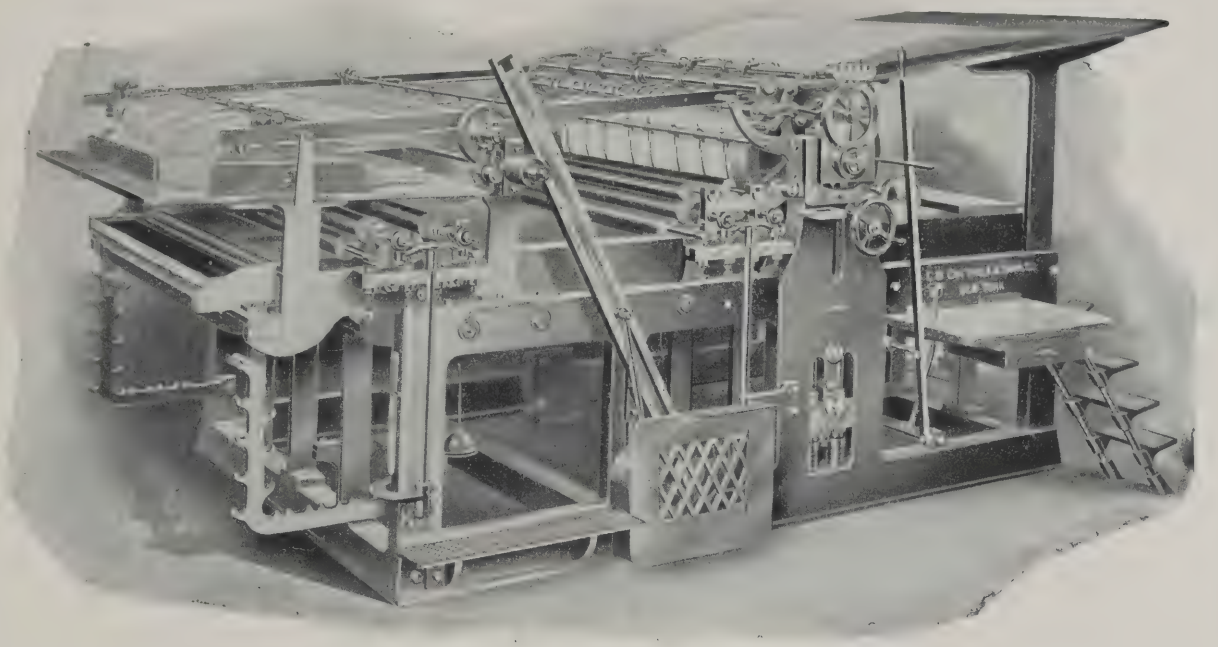
Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: THOS. CROFTS, 150 Nassau Street
Chicago Agency: CHAMPLIN TYPE & MCHY. CO. 121 Plymouth Ct

¶ Our re-etched halftones produce the finest possible results under print shop conditions at a minimum of time, labor and expense.

¶ The depth of etching makes a plate particularly desirable for newspaper work as well as for the better grades of paper on which delicate gradations of light and shade can be secured to a nicety.

BUCKBEE-MEARS COMPANY
DESIGNERS
ENGRAVERS
355 Minnesota Street ST. PAUL, MINN.



THE COTTRELL

High-Speed Two-Revolution Press

The STANDARD Printing Machine of Printerdom.

This Press is famous for its

Convenience for the Printer
Economy in cost of Product
Capability and Rigidity

Because it is equipped with attachments that really enhance its usefulness.

Because of its Speed, Adaptability and Scientific construction.

Built for the finest quality of printing, especially process color work, it has always exceeded the expectations of the purchaser.

Steady, reliable and easy running, the COTTRELL PRESS is universally known as a profit making machine.

ITS DISTINCTIVE FEATURES ARE

- SPEED
- RIGIDITY under IMPRESSION
- CONVERTIBLE SHEET DELIVERY
- DISTRIBUTION
- ABSOLUTE REGISTER

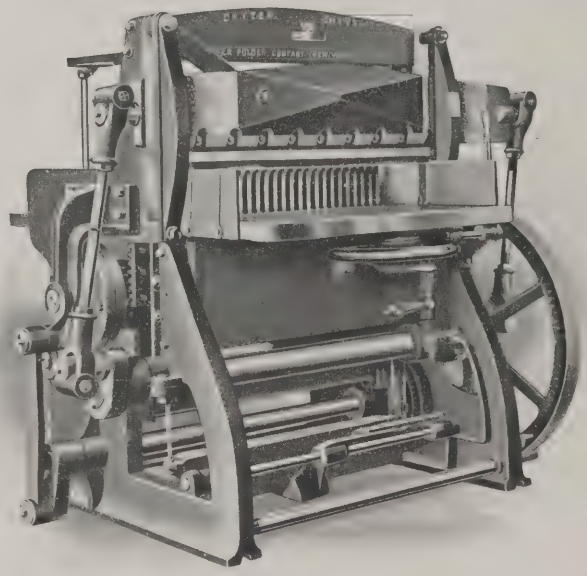
C. B. COTTRELL & SONS COMPANY

MANUFACTURERS OF PRINTING PRESSES

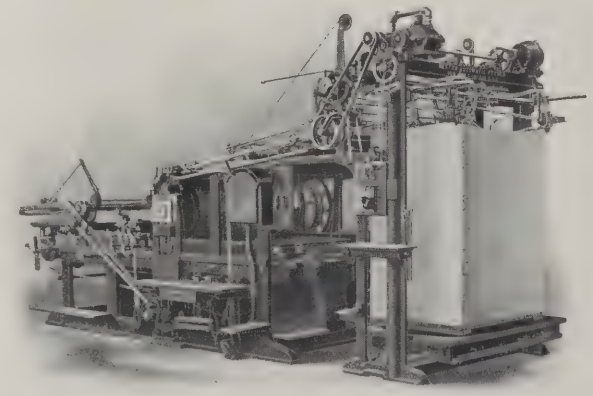
41 Park Row	Works	279 Dearborn St.
NEW YORK, N. Y.	WESTERLY, R. I.	CHICAGO, ILL.

DEXTER

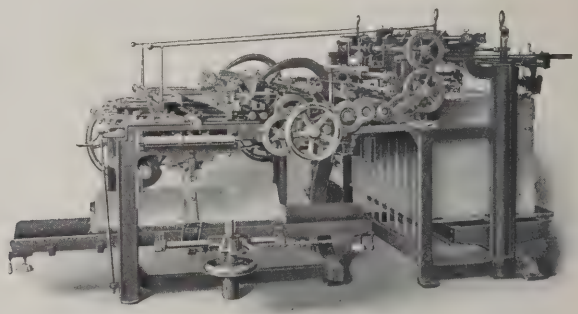
FOLDERS FEEDERS CUTTERS



THE DEXTER AUTOMATIC CLAMP CUTTING MACHINE
The most Simple, Durable and Efficient Cutter built.



THE DEXTER AUTOMATIC PRESS FEEDER
Increases production and insures accurate register



THE DEXTER DOUBLE 16 DROP ROLL FOLDER
With Dexter Automatic Feeder attached

Satisfaction guaranteed—Write for particulars

DEXTER FOLDER CO.

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National Printer Journalist

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PROGRESS IN JOURNALISTIC EDUCATION

THE COURSE OF JOURNALISM IN THE KANSAS STATE UNIVERSITY — THE STUDENTS ON IMPORTANT PAPERS—GRADUATION OF THE FIRST-CLASS.

SCORE of years ago, when the publication of the NATIONAL PRINTER-JOURNALIST was first undertaken, we were told that a paper devoted to the profession of newspaper making could not be established or maintained, and our best friends advised against the undertaking. The plan then was only the making of a sixteen page paper, but it grew to sixty-four pages within two years, and then to ninety-six pages, and has been maintained, for many years, at seventy-two pages, and thousands of editors have, by letters, as well as personally, testified to its usefulness in advancing the calling and its helpfulness and money value in the practical work of worthily and profitably conducting newspapers. We have published many of these testimonials from month to month, and publish a few in this issue, by way of showing and convincing others as to how valuable such a publication can be made to them, if properly studied and the teachings and suggestions, contained therein, applied. The greatest deterrent to all progress is indifference, and this has to be constantly met and overcome. Too many men care only to exist and have no conception of the higher ideals and responsibilities. This is true in all callings and for that reason, the State has found it necessary in many callings, as pharmacy, law and medicine, to compel preparation and the attainment of suitable knowledge and the maintaining of reasonable standards of morality or ethics and honesty in practice, by legal enactments, for the protection of the people. The making of newspapers has been so far without any such legal requirements and regulations, but the calling has advanced and been signally improved in methods, worthiness and efficiency, through the influence of publications devoted to the calling—for we are no longer alone in the field—and by editorial organizations and by papers presented and discussions had at their conventions. This work of improvement, however, has been for, and largely confined to, those already actively engaged in the calling. Fixed notions and habits have had to be overcome. It is pretty late to commence educating a man for a calling after he has already embarked therein and is engrossed with many constant and burdensome demands. At the founding of the paper and before, at the time of perfecting the organization of the National Editorial Association, out of which this paper sprung, the idea of schools of journalism and departments in existing schools, for the proper education and preparation of those who contemplated entering the newspaper profession, was enunciated, and for a quarter of a century this idea, which was first met with jeers and scoffing, has been stubbornly enforced, proclaimed, commented upon, iterated and reiterated. The establishing of schools of journalism and of departments for instruction in newspaper making, in state universities and colleges, has been constantly urged. This year of 1908 witnesses the graduation of a class in newspaper making at the State University of Kansas and it is pleasing to know that the event is being made a matter of congratulation by the splendid, up-to-date, progressive newspapers of that State. The Lawrence, Kansas, *Journal*, gives the following instructive account of the approaching event and of how the work has been carried forward and as to the results:

The first freshmen to enter the course in journalism given by the University of Kansas, will graduate in June. Members of the other three classes are to be found working on Kansas, Missouri and Colorado papers.

The actual newspaper work as now carried on under the direction of C. M. Harger, editor of the Abilene *Reflector* and contributor of many eastern magazines, is done during the sophomore and senior years. The sophomore news work consists of reporting for local papers. Copy is edited carefully and published in the three local dailies. Theoretical work in news writing, proofreading, and correspondence is carried on by means of assignments sent by mail and delivered to the classes on telegraph flimsies. These assignments are sent to the director to be edited.

The lectures given by newspaper men of note are intended to get the sophomores in touch with all kinds of newspaper work. Care is taken to develop the upper classmen in special lines. They edit copy written by the sophomores, have charge of reporters to whom they give out assignments, write ads and do practical work in all departments.

Of the four years' course in journalism, ten hours are spent in actual newspaper work in class. The remaining hundred and ten hours are given to studies that prepare the student for his work by giving him a useful foundation and general knowledge. The newspaper work at Lawrence is in charge of L. N. Flint, editor of the Graduate Magazine. He assigns local work on the Lawrence papers and has general direction of the classes.

Four years ago, Prof. E. M. Hopkins, head of the English department, started the news work, organizing two classes of newspaper men, one of freshmen and one of seniors. The freshmen did work on local papers, while the seniors did correspondence work for metropolitan papers. Among the small class of seniors were, Jesse Kayser, now editor of the Chickasha *Journal*, Chickasha, Oklahoma, and Wirt McCarty, sporting editor of the Denver *Times*. In the freshman class were Roy Roberts, one summer city editor of the Lawrence *World;* Jerome Beatty, formerly sporting editor of the Kansas City *Journal*, now a K. U. student again; two reporters now on the Kansas City *Star*, two members of the senior class and ten

others who have given up their journalistic air castles for other professions.

Every year men go from the senior class of the University, after taking the newspaper training given at Lawrence, and take good positions on metropolitan papers or become editors of country weeklies. Of last year's class, Charles Vernon is editor of the Manhattan *Mercury;* Roy Moore, and Robert Shannon are on the Kansas City *Star,* Theodore Alford is with the Coffeyville *Journal,* Gus Goehler is on the Topeka *Capital,* Wesley Stout and Earl H. Taylor are on the Joplin *Globe.*

The members of the senior class are: Carl Young, Wallace Hovey, Charles Rummell, Lyman Rutledge, Ralph Hemingway, Robert Shannon, Roy Roberts and Miss Katheryn Lasley.

The sophomores are: Fred Lyon, Frank Frickleton, Morris Blacker, Forrest Amsden, Oria Baum, J. Blades, Roy Billings, Fern Cramer, Henry Draper, Carl Eddy, Paul Lobaugh, Herschel Moody, Edith Myers, Carolyn Neal, O'Connor Smith, Don Wells, Charles Hoar, Amos Hawkinson and Raymond Withers.

The University of Kansas *News-Bulletin* of May 5th, contains the following editorial items of interest:

The newspaper class of the University of Kansas has been in existence five years with an increasing attendance each year. It has become a permanent feature of the University and has attracted wide attention because of its practical and successful work. The effort of the class has been to give the student definite and helpful information on the practical duties of a newspaper man or woman and the fact that a large number of the class members have gone directly into the best newspaper offices of the West, indicates its success.

The newspaper class and the students who have had newspaper experience in the University of Kansas, took entire charge of the Lawrence *Daily Journal* on April 25th, issuing the paper in every department, including the foreman of the composing room. The editor and his staff took a vacation for twenty-four hours and every line of copy was prepared and edited by the University students. Three seniors occupied the positions of managing editor, city editor, and telegraph editor, and all of the work of getting out the paper, including the handling of the associated press report, proofreading, headline writing, and typographical arrangement of twelve six-column pages, was in the hands of the students. The issue has been widely discussed as an example of modern newspaper preparation. Requests have come from all parts of the country for sample copies.

The three daily papers of Lawrence have been furnished with practically all their college news for three years by members of the newspaper class of the University of Kansas. The class is divided into squads assigned to the papers and each group looks after its own publication's interest as carefully as though its members were actual reporters. Some of the best feature stories connected with university and college work that have appeared in the Lawrence papers have been written by these students and have attracted attention because of their crisp, newspaper style and excellent handling of the subjects.

The work of the students in the technical course of journalism at the University of Kansas is done in the sophomore and senior years. [The sophomore news work consist of reporting for local papers. Copy is edited carefully and published in the three local dailies. Theoretical work in news writing, proofreading, and correspondence is carried on by means of assignments sent by mail and delivered to the classes on telegraph flimsies. These assignments are sent to the director to be edited. The lectures given by newspaper men of note are intended to get the sophomores in touch with all kinds of newspaper work. The senior assignments cover all the departments of newspaper work. Care is taken to develop the upper classmen in special lines. They edit copy written by the sophomores, have charge of reporters to whom they give out assignments, write advertisements and do practical work in all departments.]

"NO WELL REGULATED NEWSPAPER CAN GET ALONG WITHOUT IT."

COLUMBIA, Mo., May 5, 1908.

Col. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

DEAR COL. HERBERT:—I am sending you, herewith, $2.00 to pay subscription to the NATIONAL PRINTER-JOURNALIST. No well regulated newspaper journal can get along without it.

Sincerely yours, WALTER WILLIAMS.

PRESIDENT VARNER ON THE LINOTYPE IN A WEEKLY OFFICE.

PROFIT IN IMPROVEMENTS AND A BETTER PAPER.

PRESIDENT H. B. VARNER talked of his experience with a Mergenthaler Linotype in the office of a weekly newspaper before the recent convention of the North Carolina Press Association, and said among other things of interest to newspaper publishers:

The greatest problem in mechanical departments now is the question as to "The "Linotype in a Country Office." I have given it a great deal of serious thought, as it means a great deal in the way of investment, to a country weekly newspaper, and it takes considerable nerve to sign the contract, yet when the contract is once signed and the machine installed in the office, it is rarely, if ever, regretted. Personally, I hardly see how we ever got along as well as we did without a Linotype machine in the *Dispatch* office. Since I have installed a Linotype, the *Dispatch* has been greatly improved in appearance and news service, as there is no longer any question about being able to set in type any amount of matter that we need. The only trouble now is that the paper is not large enough to hold the matter. We never use a piece of plate matter on the *Dispatch,* and still the machine is standing idle half of the time. I am in position to set up two or three papers as large as the *Dispatch.* The lack of satisfactory hand compositors, and the fact that even if one gets them, four or five of them cost more per week than the expense of a Linotype, makes the bargain economical.

I would advise all country offices that run home-print papers, and that have job offices in connection with the newspaper, to buy the latest improved standard Linotype machine, which will cost, fixtures and all, installed in the office, about $4,000. Those that have smaller offices can get along much better than they are, and perhaps to their entire satisfaction, by purchasing the Junior Linotype, which costs, installed, probably about $1,700. On either of the machines, the makers provide liberal terms, so that almost anyone can install a machine and let its earnings pay for it.

I would advise those who contemplate purchasing a Linotype machine, when they do so, either to go themselves or send the brightest boy in the office, in whom they have confidence, and who is likely to appreciate his position, to the Brooklyn office of the Linotype Company, to be thoroughly instructed as to the running of the machine. If you select the proper boy, or go yourself, your troubles will be few, and your profits will be satisfactory, but if you depend on "Tom, Dick and Harry," who happen to drop in the office for a few weeks at a time, to run your machine, you will have troubles "world-without-end," just as you will with any other piece of machinery left to its own salvation.

The *Dispatch* has six columns to the page, and the size of it depends entirely on the advertising patronage, therefore, the paper is never less than eight pages, nor over twelve. In my opinion, it is not a question of the size of the town for the paper you have been running, whether or not you can use a machine to advantage, but it is purely a question of the individual ability and hustle of "the man behind the paper." We country newspaper publishers, where we have no opposition, should always endeavor to get out a better paper than we imagine the other fellow could get out if we had a strong opponent across the street. We should rush forward and try to improve our paper, you must have your office properly equipped with Linotype machines and good presses, and if you have a good paper, you can secure the circulation. The field is rich and unlimited. You can go on and on in building circulation. Every advertiser in the country is looking for good newspapers to advertise in, and especially, good country weeklies, and you can sell your advertising space to these

advertisers for every cent it is worth if you only know what it is worth and have the courage to demand that price and stand by it. Of course, your advertising is not worth any more to the out-of-town advertiser than it is to your local merchant, therefore, you should charge a uniform rate; one price to all.

There is as much money in the newspaper business as in any other legitimate business, where the same amount of money is invested, and the same quality of brains and experience is engaged.

As to the matter of saving money, it has never saved me any, because I do no job-work, and run the machine only part of the time, but it has saved me a great deal of trouble, and has been a great convenience, and as such has been indirectly a source of added income. Where a job office is run in connection with a newspaper, the Linotype is a great money-maker, or if one is located so he can set matter for other papers and job offices, he can make money.

I have always believed that it paid to make improvements in the office, because it is a good advertisement for the paper. The installation of a new press adds prestige to the paper and gives one new subscribers. The installation of a Linotype machine gives still greater prestige and adds subscribers to the list.

One must go forward or backward. There can be no standing still in the newspaper business, either in a small or large town. The possession of property in the shape of good machinery is an incentive to growth, expansion, onward and upward. It may make one hustle for a time to meet payments, but he is piling up assets, and growing. It is good to have something behind one to make him grow. The Linotype will make an energetic man grow faster than he ever has done before.

"ALWAYS A WELCOME VISITOR." WILL ATTEND ST. PAUL MEETING.

PLATTEVILLE, WIS., May 8, 1908.

Mr. B. B. Herbert, Editor of National Printer-Journalist, Chicago, Ill.

MY DEAR HERBERT:—Enclosed please find draft to pay my subscription to the JOURNALIST to January 1, 1909. I have taken the JOURNALIST from the time it first started. I have many of the early copies and I often find time to look over them, and I always enjoy the reminiscences suggested. As you no doubt remember, I was with you on the first excursion of the N. E. A. from Cincinnati to Florida, in 1886, immediately after the great freeze which destroyed the orange crop for that year. There were only twenty-seven of us all told, a number so small that we were able to form individual acquaintances with every member. We had a photographer with us and do you remember how indefatigable he was in getting pictures of the party at every possible opportunity? I have a complete set of the pictures and I often refer to them as reminders of our trip and I often wonder how many of the boys are still living.

Mrs. Rindlaub and I expect to attend the N. E. A. Convention at St. Paul, and will probably take in the proposed excursions.

The JOURNALIST is always a welcome visitor, and when it arrives all other publications are laid aside until its contents are devoured.

With kindest regards, M. P. RINDLAUB.

"DO NOT KNOW HOW TO GET ALONG WITHOUT"

SMITHFIELD, N. C., April 24, 1908.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—You will find enclosed our check for $2.00 for the NATIONAL PRINTER-JOURNALIST another year. We do not know how to get along without your valuable publication.

Yours truly, THE HERALD.

THOUGHTS VALUABLE FOR ALL NEWSPAPER MAKERS.

ALL publications are joined, as to all leading business principles, by a common bond. There is only a difference in the application of these principles. Charles S. Redfield, advertising manager of the Yale & Towne Manufacturing Company of New York, delivered an address in Chicago, at the banquet of the "Space Club" and the Trade Press Association, of which occasion, we gave an account, together with two of the leading papers, in our May issue.

Mr. Redfield's talk was from the point of view of the Advertising Manager, and was intended largely for the publishers of trade papers, but very much that he said is of equal value to the publishers of newspapers and other periodicals.

It is just as true of newspapers as of trade papers, that for advertising value:

"THE GOOD MEDIUM MUST INTEREST ITS READERS."

Mr. Redfield said:

I spend a day or two reading the news and "near news" which they contain, reading their advertisements, and try to decide why any sane, thoughtful individual should pay $5.00, $3.00 or $1.00 (as the case may be) for the privilege of having the publication put on his desk weekly or monthly. The papers which have been taken off my list after this review would surprise some of their publishers. It seems to me that if I am not able to find anything of interest (trying to look at it from the reader's point of view), the publication cannot be one profitable to the advertiser, even though it may claim to have a fair circulation.

BUILDING UP A CIRCULATION.

A word about building up a circulation: Remember that in the long run people will only read in a business paper that which will assist them in a business way. They are in business to make money. If your paper will help them, they will take it and pay for it, but there should be no misapprehension on your part that any considerable number of subscribers are going to take your paper because of a feeling of generosity and loyalty. No very large number of them are going to be impressed with the idea that they should support *you,* any more than that you should support *them.* There is lots of friendship in business (and I think there is getting to be more all the time) but it must be the friendship which pulls on our heart-strings and not our purse-strings.

THE GOOD TRADE PAPER INDISPENSABLE.

Before leaving the publishers, I want to express my great appreciation of the *good* trade paper, and the splendid work it does for its readers and advertisers. There is a most decided want to be filled; and it fills it. Business could not go on properly without it. The *manufacturer* looks to it to talk to just the people he wants to reach—with practically no waste circulation. The *subscriber* looks to it for advice in his purchasing and selling, the arrangement of his stock, the management of his store and the keeping of his accounts; the good trade paper gives him all of these things. The merchant and manufacturer should count it among their greatest blessings that there is today at least one good and indispensable trade paper in practically every field.

The manufacturer who overlooks his trade paper, the merchant who fails to take one or more, are deliberately handicapping themselves on the road to success.

SELLING PURE WATER.

To the advertising solicitor, my heart always goes out. A friend who was with me on the Chicago *Evening Post,* when it started years ago, was a splendid advertising solicitor. He told me he thought he had the best training in the world—he had been a salesman for a concern that sold pure water in big bottles.

"The only thing," he said, "harder to sell than advertising space, is plain water, and the reason I can gather in advertising contracts is because a man who can sell plain water at a good price can sell anything."

KNOW MORE THAN YOUR BUSINESS.

They tell it of Charles A. Dana (formerly editor of the New York *Sun*), that the city editor rushed in on him one morning and found him translating a Norse poem, at an hour when he naturally would have been pretty busy.

The city editor could not but show his surprise, and Mr. Dana said: "If I were to confine myself to writing editorials and to reading material directly needed for their preparation, I should grow narrow very quickly. Wide and more or less irrelevant reading and study are absolutely essential to broad mental growth."

Most men that amount to anything know their business, but a good advertising solicitor has got to know a lot more than his business. I don't like to use that much-abused and over-worked word "tact," but an advertising solicitor has got to have that, too.

Owing to the manner in which I make up my lists for the year (and the further fact that advertising solicitors call to the number of about one an hour) my assistant sees most of them; but I have tried to keep in touch, and when I get a chance to talk with a real good one I send him away, not on my account, but his. I feel that while I might learn a lot, and would be sure to be entertained, I must be careful and not waste his time. I have impressed this also on my assistant. Where one man is curt and inconsiderate, I think two are apt to exhibit a lack of conscience, and will often thoughtlessly detain an able advertising man when they know that what he has to sell will not be purchased by them.

THE OPTIMISTIC SOLICITOR.

If there is one quality which it seems to me an advertising solicitor should have above all other people, it is *optimism*. I have been pretty nearly if not quite carried into the wrong paper several times, through sheer force of optimism. I don't mean the calling and saying that everything and everybody are "simply lovely," but the optimism which comes to a man who believes in himself, in his paper, in its readers.

CHOOSING A MOTTO.

To my fellow advertising managers and others on my side of the fence:

We have in New York a Club of Advertising Managers called the Technical Publicity Association, which meets monthly for dinner, the reading of a paper or two, and a good talk. An enterprising member recently suggested as a motto for the club:

"Early to bed and early to rise,
Work like he—l and advertise."

The motto was not adopted as there was very little left of it when we got through with it.

Phil Armour said many years ago, when engaged in a lard or wheat corner, "It's hard to down a man who goes to bed every night at 9:30."

He got up early because he had had enough sleep at about the hour in the morning when most of us are taking that one last roll over and "forty winks," in order that we may get that reserve force and quiet of mind so necessary to all successful work.

"Enough sleep"—that's the thing! If you go to bed late, get up late. "Early to rise" without "early to bed" has killed many a man's chances of success.

Now, about this work like h—l."

My first business experience was in a railroad office. Some watched the clock, some watched their opportunities, some "worked like h—l." There were forty men in the office, and it was twenty years ago. I guess some of the men who worked like h—l are there yet.

MAKING USE OF ASSISTANTS.

To begin with, that kind of work makes you so tired that you haven't got energy enough to hunt a better job; to end with, if you poke your nose too deep in your papers you wouldn't see a better job if it were standing right in front of you and holding out its hand. No, a good man's mission in life (as things are organized) is to shed work; to be able to explain clearly to inexpensive assistants how to do things, and encourage them to do them. "Executive Ability" has never been better defined than as the talent which gets other people to do your work. The amount of work which one man can accomplish in a day with the aid of organization and system is practically unlimited. Elbert Hubbard explained in a lecture in New York a couple of weeks ago, that "the world paid an enormous price for supervision." Quite a bit of it is paid out for supervising the work of a man who "works like h—l." He had some statistics which are interesting. He said that the wealth of the American people was being added to at the rate of about $6.00 per day for every able-bodied man who worked—but that most of the able-bodied men who worked got only about $2.00 per day showing that twice as much was paid for supervision as for actual work.

Whether all this supervision is necessary is perhaps another question—but it is there; and by all means let *us* supervise. It pays best; it's the most interesting.

Of the motto previously quoted we have, therefore, remaining the single word:

ADVERTISE.

This we *all* believe in.

ADVERTISING IS BUSINESS.

In advertising schools, advertising books, and advertising talk, however, there seems to me far too great a tendency to regard advertising as separate and distinct from business, and to fancy that the advertising manager is not directly and vitally concerned with the business policies and business methods of his house. Advertising is the spreading of news that the goods and prices are right; that the people purchasing them will be treated right; and unless they are right, and the people are treated right, advertising is worse than useless.

Charles Austin Bates (who has written some of the best advertising copy I have ever seen) claims that he refused to continue to do the advertising for a large Twenty-third St. furniture store because their door-man and salesmen were not sufficiently civil to visitors. Another rather interesting story was told me a few nights ago regarding a New York automobile concern with show-rooms on upper Broadway. The show-rooms were being splendidly advertised from the company's headquarters, but they didn't seem to do any business. The head of the company thought there was something the matter with the advertising; the advertising manager was sure that there wasn't. Sales continued to be "nothing a day," and the advertising manager finally decided to send a friend to the show-rooms to endeavor to buy a machine.

"I WOULDN'T SAY NOTHING AGAINST IT."

He received a proper and intelligent glad hand from the manager and was promptly rushed off to the park in a very trim-looking car. The chauffeur entertained him with conversation somewhat as follows:

"Yes these people treat me all right, and I wouldn't say nothing against their car, but to my thinking it would be an improvement if it had a shorter driving chain. Of course, this car rides fine, because its a demonstrating car; still, they're all pretty good, and I don't believe you'd ever regret it if you bought one. Of course, there is a terrible lot of difference between a high-priced car and a popular-priced car like this, and it stands to reason that they can't build it as good as though they got $5,000 for it. It's certainly worth its money all right, and as I said before, they are a *fine white lot* of people that makes it and sell it, and they always treated me right, and I do what I can to make a sale."

When the gentleman had finished his ride, despite the evident good intentions of the chauffeur, he didn't seem to feel just like getting a machine that day. This was a very simple case. All that was needed to make a successful place of an unsuccessful one proved to be to change a few chauffeurs and instill a more enthusiastic and less critical spirit into the selling force.

THE GOOD AD MAN DOES MORE THAN WRITE COPY.

The true field of the advertising manager, as I see it, is not only to write good copy and see that it reaches possible purchasers, (either through the trade press or circulars and booklets) but to enthuse into the talk and correspondence of all those of his house who deal with the purchaser and possible purchaser, not only the spirit of promptness, but helpfulness and kindly feeling; the thought that may be summed up in that good old chestnut, "We strive to please." A house with satisfied customers rolls up its business steadily; nothing can stop it.

Some people think an advertising manager is one who produces catalogues and advertising copy with the right hand; selects type sizes and faces with his left, and draws pictures of the goods with his feet when they are not used to trot all over the place for facts and figures. While he should be just as busy as though he did all these things, my thought of him and his mission in life is different.

In closing, I wish to express again and most earnestly the pleasure it has been to me to return to Chicago, even for a day, after an absence of nearly ten years; to meet once more old friends, and, I trust make new ones; to become personally acquainted with many whose signatures have been long familiar to me in my work.

For your invitation to talk here tonight; for the educating things I have listened to, and for your attention, gentlemen, I thank you.

"KEEPS IN TOUCH WITH NEWSPAPER AND PRINTING TRADE." "INTERESTED IN ST. PAUL MEETING."

BOONVILLE HERALD, Boonville, N. Y., May 9, 1908.

Mr. B. B. Herbert, Chicago, Ill.

DEAR SIR:—I enclose you check for $4.00 to pay for the NATIONAL PRINTER-JOURNALIST two years. Would hardly know how to get along without your interesting magazine. It keeps me in touch with the newspaper and printing trade, and also gives me news of friends whom I learned to know and love in the National Editorial Association.

A trip to Europe last year prevented my attending the Jamestown meeting, but I hope the time is not far distant when I can meet and greet friends in whose company I have passed so many pleasant hours and witnessed so many interesting scenes in United States and Canada. I am much interested in the St. Paul meeting and feel confident that it will compare favorably with other meetings of the association that have been held.

With kindest personal regards and desiring to be remembered to old-time friends, I remain,

Very truly yours, GARRY A. WILLARD.

"APPRECIATE THE MANY GOOD THINGS."

SHELBINA, Mo., April 29, 1908.

I expect to be with the N. E. A. at St. Paul. I think the association will be fully represented.

You sent me some extra copies of the PRINTER-JOURNALIST, which I intend to hand to some of the other editors in this county, hoping they may subscribe, but have not yet had the opportunity to give them the magazines. I appreciate the many good things in the N. P.-J.

Yours truly, W. O. L. JEWETT.

ARTHUR HAWKES, OF THE CANADIAN NORTHERN, INTERVIEWED

A FORMER NEWSPAPER MAN, NOW SUPERINTENDENT OF PUBLICITY OF A GREAT RAILWAY SYSTEM, TELLS ALL ABOUT NEWSPAPERS AND THE GLORIES OF THE LAND TO BE VISITED BY THE N. E. A.

"WHEN I meet two or three newspaper men, I get a glimpse of the heights from which I fell," said Mr. Hawkes, of the Canadian Northern Railway, to the committee of the National Editorial Assotion, that met him in the Auditorium Annex, Chicago, to arrange for the trip from Duluth to Edmonton, after the St. Paul Convention next August. We knew him, therefore, as one of the craft, and laughed at the suggestion of an angel fallen from our exalted sphere. The man from Canada is always interesting—you have the idea that he comes a long, long way off, and hardly knows what to make of bigger things than he has been accustomed to. But this man soon had us guessing as to whence he came, and as to where he hadn't been.

One of us thought he was originally from Vermont, another hazarded somewhere in Ohio, as his native habitat. Parrott

ARTHUR HAWKES
Superintendent Publicity Canadian Northern, who Talks with Equal Familiarity to Newspapers and Northwestern Canadians.

said England, and Parrott was right—he generally is. Finally, we all agreed he was the least like an Englishman of any we have known.

We talked mostly of Canada, of course, and of the Canadian Northern, over fifteen hundred miles of which, Mr. Hawkes is to act as host for his company, to members of the National Editorial Association. But before we got away from the Annex, we discussed the greatest subject in the world—newspapers, which, as he said, cover "the world, the flesh and the devil."

Was it a question of plant?—He praised the *North American* of Philadelphia as having the most perfect equipment. Was it strength of hold upon a given territory?—The Kansas City *Star* organization is facile-princeps here—and in its vitals is like the *Lokalanzeiger* of Berlin, about which he gave us some mighty interesting details, learned on the spot. Was it methods of handling news? He knows the game from the British country weekly, the Harmsworthian Daily *Mail*, which

attained a circulation of 1,300,000 when he was on it, the Manchester *Guardian* (the *"Times"* of the English North), and the Manchester Daily *Dispatch,* whose London editor he was; to the Toronto Morning *World,* and the *Monetary Times* of that city, both of which he edited, prior to the railroad's getting after him.

Writing? He said nothing about his writing, but while we were talking, English dailies were reviewing an article of his in the coveted Nineteenth Century on "The British Trader in Canada." Politics? Well, he wanted to know what we thought of Johnson's and Hughes', Bryan's and Taft's chances. And what about the next -Vice-President. We had nothing to say about vice-presidents, except that the next Vice-President isn't thought of beforehand. He gave us this true story, which shows that we had told him nothing new.

"The night before Roosevelt's election in 1904, I was staying near Lewis a little town in the Adirondacks, with John Milholland, who used to be Whitelaw Reid's leading man on the New York Tribune, who always goes to the ancestral home to vote for President. We went to a Republican rally. It was the first political meeting in the United States I had ever attended. They forced me to speak—pretended I was an English Liberal leader, come over to see how things were managed in New York. I could give them no advice on the proposed removal of the county jail from Elizabethtown to Westport, but sympathized with Roosevelt and with Parker, and told them that George the Third was even a greater benefactor of America than George Washington, even if he didn't know what he was doing.

"The meeting was coming to a peaceful end, when the chairman, Deacon Banker, remembered that a little wind-up enthusiasm was in order. 'We are all good Republicans here,' he said, 'and expect our men to win. Three cheers for Roosevelt and—and—he bent down to Milholland, 'what do they call the other fellow?' "

We took it upon ourselves to ask Mr. Hawkes to come to the St. Paul Convention, as an honorary delegate, and not wait until we get to Duluth before getting acquainted with the delegates. It may not be so dreadful after all for him, participating in the Convention, to get another glimpse of the heights from which he fell. "Once a newspaper man, always a newspaper man." Possibly, if a census could be taken of every man who has left the newspaper world for less worry and more emolument, it would be discovered that scarcely any of them feel quite at home out of the sound of the humming press-room. We learned quite a good deal about the country which the Canadian Northern has opened up, and though, of course, the half was not told us, we were able to get a pretty good idea of what has been done in Canada, between Lake Superior, and the Rocky Mountains, by the railway which has appropriated the experience of Mr. Hawkes, for though Mr. Hawkes is predominantly a newspaper man, he put in several years, beginning in 1885 pioneering in the country where nowadays he shows National Editorial men how things have progressed.

The Canadian Northern began its existence as a one hundred mile road, beginning at the village of Gladstone, in Manitoba, and ending at two log shacks about ten miles from Lake Dauphin, in December, 1896. By the time we invade its territory, the Canadian Northern will be operating 4,800 miles of railway, through the best country of six of the nine provinces of Canada. It has not yet reached British Columbia, and it does not dream of entering Prince Edward Island, but it has a charter to build across New Brunswick as well as to the Pacific Coast from its present terminus in Alberta, so that in a few years it will undoubtedly be a transcontinental.

We were interested, of course, in the country through which Mr. Hawkes will be our guide, philosopher and friend. We shall travel on the Canadian Northern through about 1,000 miles of wheat-growing country, striking the Canadian Northern proper at Fort Frances on Rainy Lake. The international boundary will be reached from Duluth over two allied railways that have only recently linked up Duluth with the Canadian Northern system. We shall go over the main line to Edmonton, and must necessarily miss the numerous feeders, which are altogether more than twice as long as the main line itself. For instance, the main line from Winnipeg to Portage la Prairie, 56 miles, was part of the Northern Pacific System in Manitoba, before 1901. The rest of the 350 miles that was built by the Northern Pacific and transferred to the Canadian Northern in 1901, are branch lines through the best wheat-growing sections in southern Manitoba.

One of the many distinctions of the Canadian Northern is that it has given railroad communication and has therefore opened to settlement, the wonderful "Fertile Belt" which was originally selected for the Canadian Pacific Railway, and changed at the last moment, because the railway, being in some sort an imperial project, it was determined to build it approximately within a hundred miles of the United States

Public Park in Winnepeg, where the Members of the N. E. A. will be Entertained August 26th.

boundary, and so head off future American railways from nabbing the traffic of the great western prairies, when they should become populated, and produce enormous quantities of cereals for export.

Practically speaking, there is not an unproductive mile of the Canadian Northern, from where we shall strike it to where we leave it. There is a little poor country between the Riding and Duck Mountains in Western Manitoba; and the four crossings of the great Saskatchewan River discloses a negligible quantity of rough land on the hillsides of the valley. But with these exceptions, the country is level, rolling, rich prairie, in some places dotted with bush and sprinkled with pretty little lakes.

Everybody has heard of the tens of thousands of good American farmers who have gone into Western Canada during the last six or seven years. Probably the majority of them have settled adjacent to Canadian Northern railways. The Saskatchewan Valley has become proverbial for good farming and better crops, and we shall have a chance of seeing how our compatriots are getting along.

On the picturesque side of things, there will be plenty to interest us. Fort Frances is on the old Dawson Route—the unique and magnificent waterway from Lake Superior to the Plains; Rainy Lake, on the western end of which Ft. Frances

stands, is full of islands and full of fish, and the country round about has been truly named by one of the oldest setlers in it as the Big Game Valley. Moose are more abundant in this region than anywhere else on the continent. Caribou are still obtainable; red deer are plentiful. The wolf is easily discoverable. The fish have no rivals. Altogether, for summer delight away from the multitude, the Big Game Valley is without a superior. The Hudson's Bay Company's factors bought furs at Ft. Frances for 150 years. Nowadays, the manufacturer is of prime importance. Ft. Frances lumber mills are as good as any in the world, and the $3,000,000 power development of the International Falls is a thoroughly modern enterprise. Rainy River, near the Lake of the Woods, is, like Ft. Frances, a great lumbering center, with its counterpart, Beaudette, on the opposite bank of the river.

Winnipeg, which is sometimes called the Chicago of Western Canada, with a population of 120,000—three times as many as seven years ago—has everything that an intensely modern and very young prairie city could hope for. The towns afar off, but surely coming nigh. It has a population of fifteen thousand people. It is still the largest center of the raw fur trade on the continent, for the results of hunting and trapping away up north to the Mackenzie River are brought in for sale and shipment. As Winnipeg is the gateway to the whole of Western Canada, Edmonton is the gateway to the Real North West, which includes the Peace River country, where vegetation grows as rapidly and strongly during the summer as in semi-tropical countries.

At Edmonton, you come across the pioneers of pioneers. If the fates are propitious, we may meet there the Hon. Frank Oliver, the Dominion Minister of the Interior, who brought his printing outfit from Winnipeg to Edmonton by ox-cart, and established the "Bulletin," the size of a half-sheet of notepaper,—the same "Bulletin" that is now quite an imposing daily.

Of the fertility of this whole region we shall be able to judge. It has produced the Canadian Northern, which is much. It is producing a great race of people, with institu-

Abundance of Water and Timber in Northwestern Canada, to be visited by members of the N. E. A., August 25 to Sept. 4th.

through the Saskatchewan Valley, towns less than three years old, tell their own story of the development of the country. The National Editorial train will be at Saskatoon the third morning after leaving Duluth. Saskatoon was a village of a few houses seven years ago. It is now an important center for three transcontinental railways and has a population of 6,000.

On the evening of that day the delegates should be at Battleford. Battleford was founded as the capital of the North West Territories in 1876 and was grievously menaced during the Indian Rebellion of 1885. It is across the river from the new town of North Battleford, which was founded as a divisional point on the Canadian Northern in 1905. In the old town, as it is called, there is a great wealth of Indian and pioneer lore to be picked up from the hospitable, communicative men who have been there thirty years.

Edmonton, eight hundred and twenty-seven miles from Winnipeg, is the best situated city in Western Canada, in wooded country, on the magnificently noble north bank of the Saskatchewan. It is pre-eminently a Canadian Northern city, for though it has been a Hudson's Bay Company's trading post for many generations and has been a town in the modern sense of the word for thirty years, it was little more than a good-sized village before the Canadian Northern was observed

tions to match, which is more. If the National Editorial delegates do not know a great deal about it before they leave it, the fault will surely not lie upon the Railway's ambassador, whom we were happy to meet in Chicago.

"PLAN EXCELLENT FOR CO-OPERATIVE EFFORT."

Chicago, April 15, 1908.

I shall be very happy to comply with your request and supply a three-minute report of the work of the Illinois Woman's Press Association, thinking your plan an excellent one for co-operative effort and mutual benefit.

Respectfully yours,

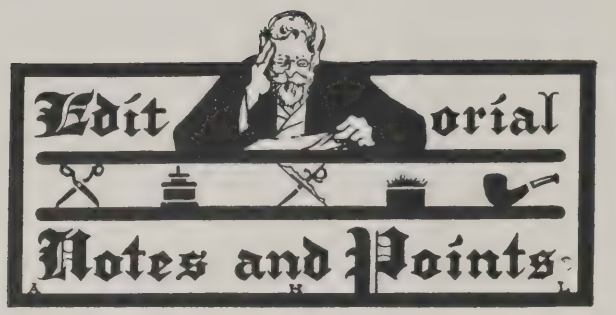
Rose L. Colby,
Ex.-Com. I. W. P. A.

WANTS A CONVENIENT RATING SYSTEM.

There should be some system better than now to be had to learn what foreign advertiser is good or bad. The Publishers' Guide and other means are not altogether satisfactory. There is not enough investigation by publishers before accepting every proposition that comes along.

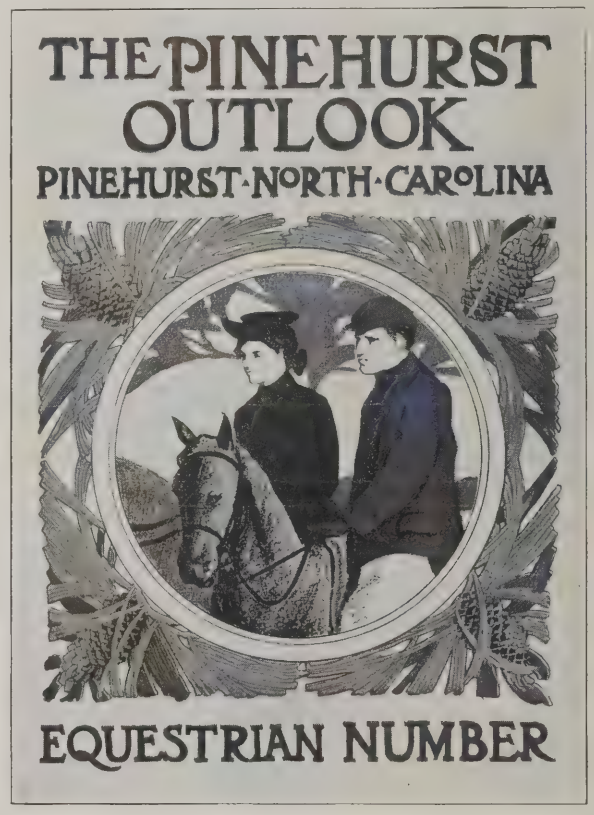
Yours of 8th a good thing.

Franklin, Ind. W. W. Aikens.



PINEHURST is a winter resort in Moore County N. C. It has had a very gratifying growth, of recent years, and maintains a weekly newspaper during the resort season, from November to May, called the Pinehurst *Outlook*, of which Herbert L. Tillson is the editor. The paper is commendably on the "outlook" for the exploiting of the beauties and attractions of the resort and for the interest and pleasure of its people. The size is of magazine or tabloid, sixteen pages, 8x12 inches, in handsome covers. Tinted book paper is used. The circulation figures and advertising patronage show a prosperity that is well earned and herein is a lesson as to the wisdom of making a paper attractive. Fine halftones are used, and all the departments and the longer articles are commenced with artistic initial letters, and the mechanical execution, as to typography, the use of good inks, and good press work, is of high order. The illustrations are of local scenery and events. The feature of the paper, as indicated by the reproductions of first cover pages, shown herewith, on which we wish to make a point, is the specializing of each issue in harmony with local events of importance or of engrossing interest, thereby keeping in with the prevailing spirit each week and enhancing the pleasure, and making more important the varying occasions or events and securing a more abiding influence, and more enduring and happier memories of the same. As we have before stated and illustrated, at some length, from time to time, we believe this a very commendable and profitable idea, plan and practice in the conducting of every home newspaper, daily or weekly, and in these days all newspapers are largely home newspapers, depending on a local circulation. As does the *Outlook*, so should every newspaper strive to make each issue a pleasing and magnified expression of the most important, notable and worthy interests, the pervading spirit of the day or week of the publication.

For a home weekly, too, we like the small sized and more numerous pages. As we have before explained, sixteen small pages, as against eight pages of double the sized pages, give a better opportunity for maintaining distinct departments in an orderly manner on different pages, and afford more desirable positions for advertisements, so that none are hidden away among other ads and all can have almost equally prominent places, next to reading matter, without disfiguring the pages or mixing reading matter and ads. Two columns to the right of the reading matter on each page afford all that can be desired in giving prominence to ads, especially if, as in the paper under review, nearly all the ads are made to occupy double column space. Such a paper, so neat, well arranged, handsome and convenient, appeals to the best and most refined taste and gives pleasure to all, like a carefully selected and well trimmed and arranged boquet of flowers. The form is more convenient for handling and reading and the paper is better for preserving for future reference, and the advertising space on such pages is more valuable per inch than in a paper of larger blanket pages. We know, by experience, that higher prices can be secured for space on a small than on a large page. News is of first importance to every paper and news of a kind that touches the widest possible interest in



the community. There can never be too much local news, nor too much of personals, or personal mention, provided the same is dignified and of a nature to command interest, attention and respect. The news fully provided for and skillfully handled, it pays to go further and make a paper just as truly artistic, bright, clean, well arranged and attractive, with best typography and illustrations, as possible within the limits of safe management and reasonable expenditure.

One of the issues of the *Outlook* on our desk, is an "Early Season Number" and the other an "Equestrian Number." The paper is not devoted to agriculture in any department but is strictly a local paper and these special issues simply reflect that which is most prominent in the thoughts of the people, commanding their greatest attention and activities. The "Equestrian Number" is so named on account of local events and local interest in equestrian sports and equestrianship, generally, for the time. No sports, than those of genuine, clean equestrianship, are more engaging, and few, if any, more healthful or that result in a more desirable physical development for both men and women, giving alertness, a power of control over nerves and body, calm, self reliance, a brightness of the eyes, clear and quick vision and a ruddy glow to the features. It will be readily seen, how an "Equestrian Number" can be made intensely interesting, especially in a community where equestrianship is highly prized and there is general indulgence in equestrian sports, in horsemanship and riding and driving and keeping a close companionship with man's noblest servant in the brute creation, the horse whose great strength yields to the human will and to the gentle hand of his mistress, though "his neck is clothed with thunder" and "the glory of his nostrils is terrible" and "he paweth in the valley and rejoiceth in his strength", "mocketh at fear and is not affrighted", today just the same as forty-five hundred years ago when so splendidly described in that grandest and most enduring of epics, the Book of Job. Equestrianship and equestrian sport should be more generally cultivated and practiced, but we have been turned aside to write thus by the enthusiasm and delight of this special issue; our object is only to show how a newspaper can be made more entertaining, popular and useful by entering into and giving added spirit and eclat to those things that, for the time being, worthily engross the attention of the community, and, while not neglecting, in any way, other news or interests, making a special issue or a special feature of the crowning interests of the day, week, or month.

* * *

The students of the Kansas University's department of Journalism, took entire charge, with the "Scoop Club," in getting out the issue of the Lawrence Daily Journal on April 25th. The number bore no particular evidence of modern newspaper genius or "thrill" but was in every way creditable to the young men.

We have given considerable space to the school elsewhere in this issue and hence have little to remark here, only that the work shows that the training received by the young student has been practical and conservative. In an editorial, as to a statement to the effect that they were to issue "a model country daily," the statement is made, that this temporary management of newspaper students, for the day, is undertaking to do no more than is done every day in every newspaper office. "Every editor tries to make every issue of his paper a model, and that the ideal is seldom realized is due to the fact that in this imperfect world conditions are hardly ever quite right. The average editor is a chronic sufferer from lack of money, lack of equipment, lack of time and a smaller cranial capacity than he needs to do all the things he would like to do. Today's staff has all the drawbacks except the weight of responsibility that rests on the man whose bread and butter are in the job, and that advantage is more than offset by its over supply of inexperience."

Elsewhere in the issue it is explained that The Scoop Club of the University of Kansas includes all the more experienced, practical newspaper men of the school. The requisite of membership, which is limited to upper classmen of the University, is that the applicant has received pay for real newspaper work. The members meet once in two weeks and prominent newspaper men of the state are secured to address the Club, from time to time, on interesting newspaper topics. This is a good thing for the State editors, who are aroused to rivalry and put on their mettle, as well as for the young men. The Club is compared in the way of its novelty to the famous Gridiron Club of Washington, and this suggests that broad freedom, of questioning and criticism, is allowed.

* * *

The Plymouth, Indiana, *Democrat* is in its fifty-third year and a copy of its issue of April 9th, has reached this office, marked "For Criticism". It is a well gotten up paper, eight page, eight columns to the page, with a full length seven column supplement filled with overflow editorial, local matter, neighborhood news and advertising. We would like the form better were it a five or six column paper of sixteen pages. There may be mechanical difficulties in the way or a lack of press facilities or otherwise, but we should judge that there is no such lack as the outside four eight column pages are evidently printed in the office and the *Democrat* is the weekly edition of the Daily *Independent*. If we are not mistaken, the inside of the paper is ready print and while a great quantity of reading matter is afforded in this way and it may be that the readers like it—"for the proof of the pudding is in the eating" and the paper reports, a subscription list of 13,250 in a county credited with only 25,000 population—but, we have always believed in the all homeprint paper with local advertising, and reading matter of local interest, well distributed through the paper. Then we do not like the turning over the advertising of one side of the paper to an outsider to be sold in competition with the advertising on the otherside, at ridiculously low rates; besides we object to the character of a good deal of the advertising that appears in the ready-print side of newspapers. Stories and miscellany have their place in a home paper, but where possible, as is certainly the case in an office running a daily, every page of a paper should have the stamp of originality and every article and story be under the control of the makers of the paper. We have already said that the paper has more to commend than to criticise. The paper is enterprising, has opinions of its own, gives a very large amount of local news, and many articles of local interest. The advertising composition is excellent and the make-up and arrangement worthy of commendation on the whole, though advertising is given on the first and eighth columns of the first page, which would very much mar the appearance, were it a six column paper, but with six columns of reading matter in the center, the two columns of advertising do not seem to cut much of a figure.

Advertising should be, as far as possible in the right hand columns of each page and never above or below

reading matter elsewhere in the paper. A newspaper is published for its readers and not for the advertisers. Without satisfied readers, it is worth little or nothing to advertisers. The wise advertiser will be as much interested in having the readers satisfied as is the wise publisher.

* * *

Wm. J. Kline of the Amsterdam, N. Y., *Recorder,* is an editor of whom the members of the N. Y., State, and of the National Editorial Association, have reason to be proud and whom they have equal cause to emulate. He makes one of those noblest works of modern men, a good newspaper, strong, independent, and fearless, and at the same time keeps good natured, and in brotherly accord and goodwill with his competitors of the press, and they, in turn hold him in high estimation and friendship. Some twelve years ago, when Editor Kline returned from an eight months tour in search of health, his competitor in the home newspaper field, George H. Loadwick, editor of the Morning *Sentinel,* welcomed Mr. Kline's home—returning with a complimentary dinner. The goodwill experienced on that occasion, and the warm friendship, that had existed before and since, were treasured up and on May 2nd, when Editor Loadwick—full of years and service,—retired from the calling, Editor Kline found occasion to give public and personal demonstration of the fact, that all the kindness of the past had been held in memory. He provided a banquet in honor of his retiring contemporary at which all the newspapers makers, editors and publishers of the city, were the willing guests. The outcome was such as to cause outsiders to exclaim, "Behold how good a thing it is for brethern to dwell together in unity." It is good in itself and is good in a business way for all workers, whose business or calling it is to promote knowledge, impart information, foster goodwill, good citizenship, good government and the co-operation of all for prosperity, improvement, general upbuilding and betterment of each and of the community as a whole. There were so many profitable things said on the occasion and especially by the guest of honor who was putting off the mantle of his calling, that he had worn with much honor, in useful service, for many years, that we reprint, at length, the following, from the account given in Amsterdam Morning *Sentinel*:

Editor Kline arose and in a few choice words told his guests of an occasion, some twelve years ago, when he returned from an eight-months' tour in search of health, and was received by Editor Loadwick at a dinner that will ever linger in his memory. In a brief way he told of the friendly feeling that has always existed between himself and Mr. Loadwick and expressed wishes for the greatest success of the Morning *Sentinel* under its new management.

Mr. Loadwick, touchingly and feelingly, responded as follows:

Brother Kline:

THE BLESSEDNESS OF A FRATERNAL EXCHANGE OF GOODWILL AND COURTESIES.

I would be untrue, indeed, to a conscience that impels me, if I were to fail to at least briefly acknowledge this graceful and magnificent evidence of your friendship for me and loyalty to the press with which we have been so long and mutually associated. This demonstration of your kind, thoughtful and generous regard is a further corroboration of the fact that in the varied walks of life common to us as citizens and neighbors of our progressive city our relations have been those of peace, extending beyond the pale of the editorial desk and into our respective home circles. When I recall the enmities, jealousies and personal strifes that actuate too many newspaper publishers who are serving the people contemporaneously in cities both great and small, I contemplate the fraternal exchange of courtesies between us in the past with a feeling akin to an ecstatic delight. I know that this brotherhood so long enjoyed as publishers is not to be severed in the years yet slumbering in the womb of time.

THE ALL ENCOMPASSING PRESS—A NOBLE CALLING.

You are engaged in a noble calling. There is no finer creation in civilized life than the newspaper of today. Every great invention of the world is made to pay tribute to it. Every art and every science aid in its production. The best writers of the day and the best artists contribute to its columns. In the average newspaper may be found the reflection of the old and practical man of science, the fiery utterances of the orator, the keen calculations of the financier, the dreamy imaginations of the poet and the worldly maxims of the man of business. Read its columns and in your imaginations hear the rush and roar of the whole living world. Hear the shriek of the victim of the assassin, then the modulated tones of the Christian minister as he tells his fashionable congregation the tidings of "Peace on Earth and Good Will toward Men." From one quarter the muffled appeals for bread, from another the joyous tones of the wedding march, as the titled noodle and the millionaire's daughter step proudly down the crowded aisle. The carnage of the battlefield and the red ruin of blazing towns are seen side by side with the brilliant ball room and the merry masquerade. Yet the life of a newspaper is exceedingly brief.

HEARTFELT ACKNOWLEDGEMENT.

On this occasion to concede that my emotions are touched and that this event has created an impression upon my heart so indelibly that its erasure from my memory will not be effected during the span of life to me, you may feel assured. Moved by a sentiment none other than that of tender regard for each and every one of you and a hope that health and happiness will be yours to enjoy as you pass through the shifting scenes of life I shall now draw the curtain and bid you good night.

At the conclusion of Mr. Loadwick's remarks, as the applause subsided, Editor Kline introduced the new editor and proprietor of The Morning *Sentinel,* R. E. Lee Reynolds, who expressed his thanks for the honor of a seat at the table and acknowledged his indebtedness to the members of the craft present for more courtesies and kindnesses than he will ever be able to repay.

Editor John E. Willoughby eloquently and gracefully recounted his experiences in newspaperdom, and expressed the hope that health would be restored to Mr. Loadwick, and he would be vouchsafed many years of usefulness, even if he did not return to the fold.

Alpha Child, the Nestor of the fraternity, spoke very tenderly of his acquaintance with the retiring editor, and incidentally touched up some of the other guests. As City Clerk Hazlett was the first city editor of The Morning *Sentinel,* he was called upon to recount some of his experiences, and he did "speechify" in such a way as to convince some of the guests that his boast that he would never make a speech would put Baron Munchausen and Hans Andersen in a sort of wanted column Ananias club. City editor Simmons of The *Recorder,* Frazier C. Whitcomb of the *Sentinel,* William B. Maroney, who, by the way, was celebrating the tenth anniversary of his entrance into the journalistic arena; Gardiner Kline and William T. Meenam responded when called upon by their host.

The hands of the dial were pointing to the hour of eleven when all arose and sang "Auld Lang Syne."

* * *

Twenty-five years is a goodly period in the life of a daily newspaper in a small city, in a State as far west as Nebraska and it was becoming that the Fremont *Tribune,* of that State, should take note of the completion of its silver anniversary.

It is gratifying, as well as wonderful, to contemplate the advances made in a quarter of a century. When the Daily *Tribune* of Fremont, Nebraska, was established, on May 12th, 1883, there was no such thing known as a practical typesetting machine, and one or two compositors set the type by hand on the then smaller daily, but the paper, in common with others all over the country, grew and inventors and manufacturers, stimulated by the great and increasing demand, soon devised, perfected and manufactured machines for setting types, and now the wonder is how it would be

possible to get along, at all, without them. In about 1900 the *Tribune* installed a Unitype machine that served for nearly six years, but the paper and the business expanded and now two Mergenthaler Linotype Machines are required.

The brothers, Ross L. and Frank Hammond, the founders and present owners of the paper, deserve highest credit for the great success they have made in building-up the paper and a large printing business in a small City. Members of the National Editorial Association are fortunate in the fact that Mr. Ross L. Hammon has consented to tell, at the approaching convention in St. Paul, how this has been done, or "How to Build-up a Big Printing Office in a Small City and Make Money." We can easily see, by the number before us, that the making of a "best paper", complete in all departments, well arranged and well printed, has had much to do with the success of the publication, but our readers must await the story, as it will be told at the convention for full particulars. We hope that Mr. Hammond will bring with him, illustrations of their present splendid building and drawings to show the interior arrangement of the different departments, for we shall all want to be shown. In 1903 the establishment was incorporated with a capital of $100,000. The silver anniversary is signalized by a very handsome, illustrated supplement, with a simple but strong first page design of neat columns as borders, supporting a rule bordered tablet with corner ornaments, containing the words and figures "1883 Twenty-fifth 1908," resting on a similarly constructed base panel containing the words "Anniversary Number", and printed in orange and black; illustrations of the building occupied in 1883—which was burned down in 1902, with a loss of $40,000 and only $18,000 insurance—and of the present much more commodious structure, 44x132 feet in size, are given. The following enumeration under the head of "The Printing Plant" will give an idea of the gratifying extent, for a small city, or for a much larger one for that matter, to which the business has been developed;

Facilities for printing have been constantly added so that now nearly every branch of the "art preservative" is carried on. Vast quantities of type and ten fine presses do the ordinary printing. Then there is another steam press, being one of only two in Nebraska, for embossing, which is the highest grade of printing, a large bindery is equipped with all necessary machinery for ruling, stapling, sewing, perforating, embossing and gilding, trimming and every other part of pamphlet, book and blank book making. Seals and rubber stamps are also manufactured. A wide business is done in the sale of stationery and office supplies. Five traveling salesmen are employed. The number of employes ranges from 100 to 115 and the annual pay roll amounts to $50,000, making it the largest industrial concern in Fremont.

The *Tribune* has the only perfecting press in Nebraska outside of Lincoln and Omaha. It will print a paper of four, six or eight pages, both sides at once, and deliver the same cut, folded, pasted, perfect, at the rate of four thousand copies an hour. The publishers state that "this press has been of inestimable value in the work of developing the newspaper. It has admitted of sudden expanions in size, that would otherwise have been quite impossible." We do not wish to entrench on what Mr. Hammond may say in his address at St. Paul, but we have been in the newspaper business long enough to know that all people hear or read, with the most interest and with most profit, concerning those things of which they know the most, and hence we cannot refrain from putting on record here, some of the statements that the editors and publishers made at the time of starting of the paper, as showing the underlying foundation principles on which a worthy newspaper is builded. In the first issue May 12, 1883, the publishers declared in a brief salutatory:

"We can assure our readers no effort will be spared on our part to furnish them with a good, live, creditable daily paper. If we do this we have every reason to expect a patronage that will make it a self-sustaining enterprise at least.

"For good and sufficient reasons we shall collect all subscriptions and local advertising every week. This, we think, will be mutually satisfactory. The subscription price will be the small sum of 15 cents per week, and certainly the poorest paid laborer can afford to allow 15 cents per week for a paper delivered at his door every day and containing a large amount of late telegraphic and local news, beside a quantity of well-selected miscellany.

"In conclusion we say we have not received one dime of contribution or bonus from anybody nor have we asked, neither do we expect it, but we put the paper out upon its merits and only ask the patronage we deserve.'

Fremont at that date contained only 3,600 population. It has grown with the paper and now contains 10,000 people and in the issue of May 12, 1908, the editor gives the following as to the governing rules in the conduct of the paper, and as to its accomplishments and purposes:

A quarter of a century of newspaper life with the same ownership and editorship. Not without precedent, to be sure, still rare enough to be out of the ordinary, for the average life of business concerns is much less.

Twenty-five years ago the prospects could not have been bright for the success of such a venture. Indeed to begin something that compelled such infinite industry and painstaking even to achieve a very moderate success, presupposed a superb optimism.

These twenty-five years have been filled with arduous toil. From day to day one idea, one hope, has guided. That has been that each succeeding issue of the paper might be better than the preceding one. There has been no dream of wealth or fame for these are too remote from the possibilities of a country newspaper. While it may be said in truth, and we trust with becoming modesty, that some measure of progress has been made, there is satisfaction in the knowledge of honest effort, though that effort, it is quite plain from the perspective of years, was often misdirected. Such is the consequence of fallible human judgment.

If there were offers of felicitations today in honor of this silver anniversary, there might be devoted friends who would bestow the compliment of saying the *Daily Tribune* has contributed to the moral, educational and material growth of the more or less expanding community and constituency it has been its privilege in some degree to represent. And The *Tribune*, again smothering its modesty would be willing to accept the tribute. It has unquestionably, played its part in making Fremont a goodly city and one with a proud record among the minor municipalities of the state.

THE PAPER HAS ALWAYS STOOD FOR WHAT APPEARED TO BE THE HIGHEST PUBLIC GOOD. THROUGH SUCH INFLUENCE, CONTRIBUTED FROM MANY SOURCES, THERE HAS BEEN A SINGULAR COHESION OF FORCES IN FREMONT. A DIVISION OF ENERGY AND PURPOSE WOULD HAVE FAILED OF SUCH RESULTS.

AS A NEWSPAPER THE DAILY TRIBUNE HAS ALWAYS ENDEAVORED TO GIVE THE FULLEST RECORD AND WITH THE GREATEST POSSIBLE ACCURACY. IT HAS EDITORIALLY EXPRESSED SUCH OPINIONS AS COME ONLY OF HONEST CONVICTION. IT HAS NEVER BARTERED ITS HONOR. IT HAS HELD TO THE COURSE OF BEING TRUE TO ITS READERS AND THE PUBLIC WEAL. THAT THE TRIBUNE TODAY REACHES NEARLY FIVE THOUSAND HOMES IS THE GRATIFYING EVIDENCE OF PUBLIC RECIPROCITY.

Space is devoted in this anniversary number to telling something of the story of the paper's career, more than it has ever before told, believing that it will be of interest Though the owners and editor are still of an age that are accounted their prime of most men's lives what the future holds cannot be foreseen or foretold. Men may come and men may go, but the publishers' lives have been so devoted to the up-building of the newspaper and its publishing plant that their highest and most ardent hope is that The *Tribune* may go on forever.

The small caps, in the above quotation, are ours. We have emphasized this one paragraph, in this manner, because we believe it contains not only the highest and most worthy ideals in newspaper making but for

the reason that, after more than a third of a century of experience, aided by nearly a quarter of a century of closest observation of newspapers in every portion of the United States, we are convinced that the principles enunciated therein, are essential to worthy and permanent success in the publishing of a newspaper. Temporary or ephemeral interest, applause, circulation and business or gain, may be won by sensationalism, by aggressive criticism, accusations proved or unproved, on all possible occasions; by craft, falsehood, and corruption and stirring up strife and promoting quarrels, or, as has been not too elegantly but forcibly said "raising hell and selling newspapers," but no worthy, lasting success was ever gained by any or all of such methods, or otherwise, than by the adherence to the sound principles, so well stated in this anniversary number of the Fremont, Neb., *Tribune*, to the lasting honor of its editor and his associates.

* * *

One of the able and successful editors and publishers of Indiana, is Royal L. Purcell of the Vincennes *Sun*. At the recent meeting of the Indiana Democratic Editorial Association, he read a paper on "The Country Press in Politics," in which he ascribed the admittedly preeminent influence of the provincial or local press in political affairs:

> First, to the closer relation of the country editor with the people, whereby he comes to know their needs and aspirations in the way of legislation, in the home, the store and the shop. This forms a prolific source and subject of his editorial work and cements his union with the masses. Second, this bond of sympathy has its foundation also in a community of local interests and a desire of the editor to serve his clientele as a public servant should, catering to no selfish or corporate greed, aiming at the *summum bonum*—the greatest good to the greatest number."

This close relationship of association and interest is what makes the local press—if properly conducted with an eye single to honest service—not only powerful in politics but in all the more important affairs and undertakings that are for the safeguarding, for the improvement and upbuilding of the people through the promotion of education, sanitation, good roads, agriculture, commerce, manufactures, unity of feeling and effort, community pride, fraternity and goodwill.

As Mr. Purcell claims, in a popular government, it is the duty of every man to participate in political affairs, and, certainly, there is a double duty resting upon the newspaper editor, who with "the same hand that touches the public pulse also writes, with heart in his pen, the political editorial that sways the men who vote." However, politics, in a representative, free government, consists or should consist simply in settling and establishing right principles and chosing or employing men to work for the people. There is no mystery about government, notwithstanding traditions to the contrary. No one in this country has any right to govern any one else. All that is called government is simply doing certain things for the city, county, State or Nation, that must be performed by individuals as paid employes, and these employes deserve no more of honor, attention, or remuneration, for doing their work honestly and efficiently, than editors or employes in newspapers, factories and counting rooms, or on farms, railroads or public roads, deserve for efficiently performing useful work. The editor of the home paper is vastly more important to the people and to the community's well being, peace and prosperity, than is the Mayor of the City, the members of the County Board, of the Legislature or of Congress. The able, efficient, conscientious editor of a good newspaper has a greater and more lasting field of influence than has the so-called Governor of a State, who really does not govern at all, but goes through the performance of a certain prescribed duties, if he be worthy of his office, simply acts or should act as a paid servant of the people in overseeing the management of public affairs and institutions. On the whole, politicians are the dullest, least progressive, and least useful citizens of a community or State and still the wonder grows as to how little knowledge, fitness or preparation, for services required to be performed, are considered, required, or exercised in government, from the townships up through all grades to that of the whole Nation. Worse than the lack of preparation or efficiency, that would be insisted upon in any private business, there is a still greater lack of real care as to honest purpose, or a sense of obligation, and, frequently, a lack of good morals and of common honesty is overlooked. Public office is too generally looked upon as public graft and the grafters not only expect large pay for what they do and leave undone, but expect to be honored and glorified by the press and the people above the real, useful, productive workers in this work-a-day world. There has been a vast improvement during the past decade in these regards, but the old delusion still remains that there is something great and glorious in holding some public employment over and above the following, successfully and patiently, some useful calling. The press can do great good in fighting down the foolish idolatry of office holding and office holders, the idea that there is something aristocratic and royal in official positions. Recently some one argued that a collegiate education must be of great value because so many university men held public positions. Our observation shows that it is because many graduates are unfit for anything else, or at least are incapacitated by the habits and study for the productive employments but must have some position that is easy and "genteel". Yet we believe in university or collegiate education of the right kind and we are now getting much more of the right kind than formerly. The newspaper should be much more proud and zealous of the power to promote all the good of the community or State, and check the evil, than of all its power in so called politics, where there is oftener disappointment, discord, loss, weariness of the flesh, heart burnings, and dishonor, than either usefulness, glory, or reward.

Editor Purcell touched eloquently on the higher work and power of the press, when he said in his paper:

> In the social life of the community how fierce and cold the printed page sets against vice in every form. Here is no apology for the malefactors who prey upon virtue, who debauch public service by embezzlement, defalcation, peculation, plunder and fraud.
>
> On the other hand, as tender as the notes of a flute speak the same types where joy and gratulations are due, at the cradle or the altar, or where sympathy is to be voiced in the home of sorrow or at the grave.

And, when, a little further on, he quoted the old, and often repeated but no less truthful lines:

> Mightiest of the mighty means
> On which the arm of progress leans,
> Man's noblest mission to advance,
> His woes assuage, his weal enhance.
> Mightiest of the mighty is the press.

The power to promote "Progress," "to advance man's noblest Mission" "to assuage his woes", and "his weal enhance", is above all else the power of the press that should be magnified and glorified. It is through the up-building of the people in virtue, prosperity, independence and honesty, that, "political purification and

regeneration must come." This upbuilding must come largely through an ennobled, pure, honest, intelligent all powerful press. Honest, intelligent, virtuous masters or employers make, in the end, honest efficient servants or employes. Herein rests the source of editor Purcell's vision of promise, when he says:

"All signs portend the political millennium of honesty and competency in public station when we shall more fully realize the birth of a nation in a day in the triumph of democracy."

The Lebanon, Pennsylvania, *Courier* established in 1819 and that had reached No. 45 of Vol. 89, passed into new hands on May 5th. The paper has been purchased by the owners of the Semi-Weekly *Report* and is issued twice a week under the old heading, with the name of the purchasing paper added underneath, in small type, with the conjunction "and". In this way all the prestige of the older paper will be preserved with all the good traditions of work and fidelity. As the new editors of the *Courier* well say, "the names of the prominent editors of the paper during the four score years and more and of a score of others whose hands were active in management or loyal in support, will be kept alive, and while doing and achieving, sight will not be lost of how the distinguished ones who have gone before would do if they were still at the helm.

"The personnel of the present management gives some assurance of that close, personal, human sympathy and appreciation, so necessary to the fruition of the hope indulged and success bespoken."

A permanently successful newspaper, gives the name of every editor, who has been honorably connected therewith and has worthily presided over and directed its course, a sort of immortality, a lasting influence and inspiration; a fact that is worthy of consideration as one recompense for the arduous labors performed and burdens borne. The editor's work lives after him, in the treasured volumes of his paper, in the memories of his successors and of the people whom he has acceptably served as well as in the industries, institutions and improvements that he has promoted or brought about through the power of his newspaper.

"Rookery Nook" Summer Cottage at Pine Cliff, Colo., at elevation 8,100 feet, of A. E. Pierce, A. O. U. W. Record, Denver, in 1886-7, Recording Secretary, and later 1st Vice-President of the National Editorial Association. At the age of 71 years he inclines to "be at ease" and enjoy the fruits and memories of a useful life, a half a century of which has passed in the Centennial State, excepting something over four years of service in the Army of the Union as a volunteer soldier. He crossed the plains in 1858 with an ox team, and aided other early pioneers in building some of the first log cabins in what is now the great and beautiful city of Denver.

The Hand County, *News*, of St. Lawrence S. D., E. S. Wilson, editor and publisher, issued a well gotten up and illustrated, sixteen page number, on May 6th, describing towns and county and telling of the resources of that portion of the State. It was not a money making proposition, but evidently designed for promotion of local interests and the general good. The paper states, editorially, that the half tone cuts used in the issue cost more than the entire receipts from advertising, though the advertising is very liberal in amount. The editor is a genuine pioneer who has faith in the

future and does not hesitate at expenditures made in clearing the way. The paper has only reached No. 36, Vol. 1, but the editor may well be considered an old resident as he settled in the County in 1881 and writes from twenty-six years of experience and observation. "Some Reminiscences" of the editor reveal the discouragements through which the pioneers passed for a few years succeeding 1883.

He says, of the people passing through the trials of this period:

"With the same spirit burning within their hearts that the framers of our Declaration of Independence had in theirs, when they appealed to the Supreme Judge of the world for the rectitude of their intentions, they pressed forward with the pioneer work they had undertaken, although at times as we believe nearly everyone felt like saying, 'If it is possible, oh! Father, let this experience pass.'"

It is a blessed thing that when victory is won or hardships overcome, the memory of the same becomes a heightened pleasure.

◈ ◈

No. 7 of Volume 1, of the Mananago, N. D., *Journal* has reached our desk. It like the *News*, above noted, is a neat clean paper from a region still looking forward to greater things in development, population and improvements. The two Dakotas have made wonderful advancement but it will be a quarter of a century before all the wonderful possibilities of increasing the resources will be exhausted. There are yet farms to be improved, and cities to be built. As the country grows, newspapers multiply, and as wealth and population increase these newspapers reap a greater income and become larger and better. It may be taken as an established truth, that the press will keep up with and a little in advance of the development in all other lines.

◈ ◈

The late A. W. Lee of Ottumwa, Iowa, ascribed his signal success in the publishing of newspapers to the encouraging and advancing young men in his employ. Certain it is, that the score or so of young men in whom he inspired self-reliance,an ambition for advancement, educated and pushed forward in the business, are now most successfullly conducting the half dozen excellent dailies, owned by the Lee Syndicate of Newspapers that he so successfully organized and established, with their loyal aid and co-operation. Their work is a living monument to the honor of their departed friend and employer, who believed in young men and looked thoughtfully and kindly to their advancement as the best means of success, both for his papers and for these trusted employès, while their advancement and loyalty afforded him the highest and truest gratification. We are pleased to note that our old friend, W. W. Lowis, of the Greenville, Ill., *Advocate,* has been pursuing a similar course to that of Mr. Lee. He has recently taken into full and equal partnership, in his business, a young man, Will C. Carson, who has been in his employ for the past twelve or more years and who had shown himself worthy of such trust and advancement. Here is a lesson for both employers and employes. In speaking of the new partnership, Mr. Lowis says of his recent employe and now equal partner:

Mr. Carson entered our employ thirteen years ago next September, a young man full of ambition, and with a burning desire to follow journalism as a profession. He immediately applied his best energies to the reportorial department of the *Advocate,* and the hundreds, nay thousands of homes in Bond County and elsewhere, know of his rapid advancement in the profession and his successful career as news editor. For the past two years he has had charge of the business management of the paper in addition to his duties as local editor, and his standing in the community and his excellent business qualifications are a sufficient guarantee that there will be no backward steps taken by the new proprietors.

There is always opportunity for the employe who makes good, but the making good frequently depends, in no small measure, upon the employer himself. Push forward the reliable young men in your employ who show the right loyalty and spirit; never discourage but always encourage and foster selfreliance and the ambition to advance through application and good work, by showing full confidence and appreciation.

◈ ◈

Oklahoma is a new State and Altus is a small city therein, but both State and town are growing, as is also the Altus *Times* under the efficient management and loving care of the Shepards, who propose to keep the paper a little ahead of their town and county in progressiveness. In a recent issue, the editors rejoiced over the installation of a new Cottrell press, giving an illustration and description of the same and informing their readers—who are taken into full confidence and rightly treated as interested, loyal friends—that "the installation of the press makes the *Times* the best equipped and most thorough up-to-date printing office in the county, or this section of the State with the possible exception of the Magnum *Star!*" It never pays a newspaper or printing office to neglect the advertising of its new and preeminent equipments and added facilities. The editors have other causes for gratification. One is that "the paper has grown to be the leading paper of the County with a subscription list four times as great as when they took charge" and the following are the very instructive reasons, that they give for this success:

In point of local news, the *Times* always leads, publishing more than any other paper in the county.

While the *Times* has always been Republican in politics, and this too in a community which is overwhelmingly Democratic, we are pleased to say that politics has made but very little difference in the patronage of the paper. People take the *Times* because they like it, because of its interesting, reliable, up-to-date news features, and because they can depend on what it says. The management feels much gratified at these many evidences of popularity among the people, and in the future will continue to strive to make a better paper, and to add to its facilities for doing the very best possible grade of work.

Herein is indicated a newspaper platform, and an editorial and business policy, good enough for the largest daily or the smallest weekly. Give the most news, make a better, and an entirely reliable paper, interesting with up-to-date news features, keep up the equipment with the best machinery possible and then hustle and success is sure, whether in new Oklahoma or old Massachusetts.

* * *

THE PASSING OF THE "TRADE PRESS LIST"

As the years advance, we find a growing tendency to avoid writing of the demise of men or of other things temporal, especially of publications that have done their work and passed away. We like life, youth, hope and growth. Possibly this is one reason that we have failed to note the passing of the *Trade Press List,* for the establishing of which Col. Robert Mitchell Floyd worked, worried, and sacrificed time and money, with a determination to make a paper permanent and useful in its field. We have waited until that excellent trade paper the *Merchant and General Storekeeper* of Toronto, Canada has performed the delicate task much better than could we, and here, in part, is its handsome tribute to the departed

journal and to its editor, who is still very much alive:

We unite with trade journal publishers throughout the world in expressing regret that the *Trade Press List*, which for many years published the "deaths" of other Trade Journals, has been discontinued by that able, fearless Journalist, Col. Robert Mitchell Floyd, a name almost as well known to trade associations and journalist in Great Britain as in the United States and Canada. We need not dwell upon the value of the *Trade Press List* as a journal for trade paper users and publishers; its world-listing of trade publications in classified, accurate form, and its newsy, instructive articles appertaining to trade papers and associations throughout the world are too well known to need emphasizing. *Trade Press List* was unique, in not seeking the sure source of revenue from advertising patronage, relying upon trade journalists to make it self-supporting by their subscriptions, in order to better fulfill its mission. In this Col. Floyd was grievously mistaken; the publishers, not excepting ourselves, have been shamefully slow in manifesting appreciation of the only publication that ever attempted to devote entire attention to the trade press. Perhaps no other man in America has been so self-sacrificing and persevering in the work of welding the scattered interests of trade journalism and raising the standard of its responsibility as Col. Robert Mitchell Floyd. He was foremost many years ago in organizing the U. S. trade press into State Associations and later in bringing to completion the National T. P. Association, as well as the International Grocers' Association and latterly did invaluable work in publishing history, programs, and salient points respecting the utility and objects of the federation trade press association convention in Washington. It cannot be denied that Col. Floyd has done a national service for the trade papers of America, and last but not least was one of the stoutest champions of postal reforms in the United States.

Possibly the *Trade Press List* was a little before its time. Trade paper publishing has been a calling for scarcely twenty-five years and the publishers have not, as yet, become fully aware of the needs and possibilities. Then, as we have remarked elsewhere, all publications are joined by a common bond as to principles of conducting the same. It has not been twenty-five years since the maintaining of publications covering the whole field has been found practical. A paper for trade papers will probably be demanded and prove profitable in another twenty-five years. This is not saying that such a paper is not now needed but trade publishers must be convinced of that need.

"NICER AND MAKES MORE MONEY THAN A BANK."

BRINKLEY, ARK., May 13, 1908.

National Printer-Journalist, Chicago, Ill.

DEAR HERBERT:—Hand you herewith check covering amount of subscription one year in advance to May, 1909—Mark it that way for my cash discount. I appreciate much your splendid publication, it is the most valuable publication of the kind in America and no Country Newspaper man can afford to be without it.

I am contemplating being with the National Press Association at St. Paul meeting and hope to be able to see you there.

Am having a nice run of business these days and if you are ever down in Old Arkansas again I would like very much to have you stop by and see me. Have the prettiest printing office in the South, it is nicer and prettier than any bank in our country, and I tell the boys, in the family talk, that it makes more money than any of those institutions. Run everything on a cash basis, charge for everything that goes in my paper and I find that the people appreciate it more and more all the time.

With best wishes and hoping some time to see you, I remain, Sincerely your friend,

WM B. FOLSOM.

THREE-MINUTE REPORTS O. K.

I think the three-minute report plan O. K. I hope to attend. Yours, etc.,

W. M. MCDONALD LEE,
Nat. Com. for Va.

ANNAUL ADDRESS OF PRESIDENT TEXAS PRESS ASSOCIATION

BY W. J. BUIE, EL PASO, TEXAS.

ANTI-RAILWAY CONTRACT LAW VIEWED WITH COMPLACENCY.

THE Twenty-ninth annual session of the Texas Press Association meets under remarkably changed conditions. One year ago at Galveston we were looking forward with some degree of anxiety to the results which the anti-pass law would have upon the conduct of our business. That a Texas legislature should have incorporated into a statute demanded by the people a clause which denied the right of contract between newspapers and railroads was an enormity that loomed large, and called forth severe denunciation. Today, after almost a year of operation under the law I am persuaded that the anti-contract feature of this law is not the greatest of the problems which confront us. Not that for a moment would I minimize or condone the grievous wrong that has been done the press, but that adapting ourselves to changed conditions we have gone forward with those duties and obligations incident to the conduct of our business, meeting and mastering other problems as they presented themselves, and girding our armor against future onslaughts on our rights. The Texas newspaper man is resourceful and optimistic. Take away the meringue that adorns the top of his pie, and while he may for a moment frown and declare the beauty of the creation has been spoiled, nevertheless he will insist that the pie is still good and smack his lips in anticipation of future feasts. That is what we have done in this case.

INFAMOUS LIBEL LAWS.

For years the press of Texas has labored under the burden of one of the most infamous libel laws that blackens the statute books of an American State, and yet it has prospered and gone forward, gathering and printing the news and laboring incessantly for the upbuilding of the state that denies it common justice. Characterized as a common scold, denounced as a hireling by political snollygosters, impaled by spiteful legislators as a bribe-taker because it gave a dollar's worth of advertising for a dollar's worth of transportation over a railroad, and held up to the contumely of the public as unworthy of belief because it accepted the dollar of a public official for subscription, the press has nevertheless continued the tenor of its way, refusing to be drawn from its great mission to discuss the petty spites of those who would bind it with legal chains until it could voice only the will of those who would despoil a people that they might fatten in purse. If this be a severe indictment, then I ask you to turn to the journals of our last legislature and read there some of the proposed legislation submitted by elected representatives of the people whereby it was sought to so shackle the press as to practically still its voice, and let them answer to its severity. Recall the statements of public men on the stump of this state in denunciation of the press and let them answer as to the truth of the indictment. I would not have the press given the liberty of license. I would not hold the press to a stricter accountability for the printed line than the individual for the spoken word, but I do contend that as a factor in the well being and orderly conduct of a community and the commonwealth, as a vehicle for information to the public, the press is entitled to fair and reasonable treatment, and to laws which clearly define its limitations that it may be conducted with some degree of certainty as to its rights within the law. Within the present year it has been attempted to have a court deny a newspaper the right to publish a statement of an entirely news nature, or to comment editorially upon an occurrence of interest to the public. The court very properly denied the application, but the fact that the attempt was made shows the trend toward placing the

muzzle on the press so completely that it dare not publish legitimate news. Is it not time, my brothers, that we were looking to the preservation of our rights? Is it not time that we were asking of those seeking legislative honors a statement of their position on questions vitally affecting the welfare of the press and the liberty of expression? While we have been fighting for certain and needed reforms in political life, and defending the people against the oppression of corporate rapacity and denouncing corporate representatives in legislative halls we have neglected our own interests, and failed to make secure the rights which in justice are ours.

GRATIFYING GROWTH—RECOGNITION OF POWER.

Notwithstanding the wrongs herein enumerated, and which call for attention at our hands, the growth of the Texas press has been most gratifying, and its power and influence for good is becoming more generally recognized and more fully appreciated. Texas newspapers today are reckoned as business institutions. They have made themselves indispensable to the well being of the communities in which they are published. The value of the publicity they offer is coming to be estimated at something like its real worth. Only a few months since the active head of the Standard Oil company, in his first expression to the public through the press, stated it as his solemn conviction that the policy of silence which his company had pursued was a mistaken one, that had it taken the public into its confidences and built up a feeling of common interest it would not only have saved millions of dollars, but would have had that other and more valuable asset, the good will of the people. Another tribute to the power of the press for good was that of Boss Reuff, who declared that all his troubles were due to the newspapers. I digress for a moment to remark that it is one of the missions of the press to make all the trouble possible for Boss Reuff and all his tribe. The corporate interests of New York state declared that but for the influence of the press Gov. Hughes could never have passed the public utility commission bill through the New York assembly. Within the past few weeks the press of the nation has forced a stubborn and unfriendly majority in the national congress to take notice of the methods of the paper trust, which without reason, other than a desire to reap immense profits, has increased the price of white paper to such an extent as to steal from the pockets of the publishers of the country sixty million dollars yearly in illegitimate profits.

ADVERTISING VALUE—BETTER AND MORE MODERN BUSINESS IDEAS NEEDED.

While we can hardly expect relief from an administration which believes that a tariff is necessary to maintain manufactories, we have aroused the public conscience to a realization of the wrongs that are practiced upon the people in the name of the law. The commercial interests of the nation have come to have a higher regard for the press, its power and influence upon the thought of the community and its value as a medium of publicity. But have we, who make the newspapers, a proper appreciation of the value of its columns? It is noteworthy that the literary excellence of the average Texas country weekly has greatly improved within the past decade, but have we given as much attention to the excellence of the advertising columns? Have we appreciated that the public holds us to some accountability for what appears in our advertising columns, and given them the same careful editing that we give the news columns? We need to adopt more modern business ideas into the conduct of our affairs, systematize our offices and plants, stop the leaks, and make every department of the institution yield a return on the investment. If our eastern and northern contemporaries are making better dividends on their investments than we it is not because they have better fields, but better business systems, and their associations look more carefully after legislation calculated to benefit the press. In many states the session acts of the legislatures are required to be published in one paper in each county in the state.

OFFICIAL PUBLICITY NECESSARY.

In other, and especially in the territories of Arizona and New Mexico, all proposed corporations are required to publish their articles of incorporations in a newspaper nearest their domicile. This could and should be done in Texas. Then, there are things we can do for the benefit of the people that are overlooked. Certain abuses and extravagances creep into the administration of public affairs which it is our duty and privilege to try to correct or prevent. As a case in point might be noted the election held in August of last year to pass on certain proposed amendments to the state constitution. Hardly twenty per cent of the qualified voters of the state participated in that election. Some of the proposed changes, in my judgment, should have been adopted, but all were lost. No great public necessity demanded the speedy determination of the proposed changes.

PUBLIC SERVICE—PROMOTION OF IMPROVEMENTS DEMANDED OF THE PRESS.

They could reasonably have been left to the general election, thus insuring a full expression of the people and saving the taxpayers thousands of dollars in election expenses, and with better prospects that the worthy ones would have been incorporated into our organic law. In the beautifying of our cities, in the enlargement of our educational system, in providing safe school houses that Texas may not furnish a parallel to the terrible Collinwood holacaust, in the education of the people to higher conceptions of civic righteousness, in bringing about a better understanding between labor and capital, in pronouncing against sin in high places, in demanding a just enforcement of the law against the rich as well as the poor violator, the press has a large field and a correspondingly high duty. In the measure that we fulfill it will the people rise to a higher and a nobler destiny.

CRUSADE NEEDED AGAINST GOVERNMENT PRINTING OFFICE METHODS.

The press should begin a crusade against the methods in vogue in the government printing office at Washington. In my judgment this institution ought to be discontinued in the interest of governmental economy. When the recent audit of this department was made it was disclosed that many abuses existed. Under the administration of Public Printer Stillings the government was charged $1.80 per thousand ems for Linotype composition. Shortly before his removal Mr. Stillings reduced the charge to 80 cents per thousand. Any publisher familiar with the cost of Linotype composition knows that, except in tabular work, it can be produced at a profit from thirty to forty cents per thousand, and none of us using this method of composition have a higher cost sheet than twenty-five cents on straight matter. An investigation of the government printing office at Washington by master printers would reveal the fact that the work being done could be executed under private contract for twenty-five per cent less than under government control, to say nothing of the millions invested in the government plant.

ANTI-CONTRACT LAW—WHY NOT VESTED IN COURT.

Concerning matters connected with the administration of Association affairs, I beg to say that some progress has been made, but not such as could have been desired. Acting upon the instructions given at the Galveston meeting a committee of which your honored vice-president was chairman, made a thorough investigation of the possibility of having that clause of the anti-pass law which provided that railroad transportation should not be sold for anything save money, tested in the courts. Upon receipt of their report a meeting of the Executive Committee was called to convene in Dallas on the 7th of September last. It was there decided to bring a test suit, and all provision made therefor. However, just before adjournment a message was received advising us that the

Attorney-General's department had that day ruled that contracts entered into the first of the year for the exchange of advertising for transportation could be carried out to their termination by both parties without violating the law. As the only method open to us to get the question into the courts was by violation of the law, and as under the ruling of the state's legal department we could not violate the law by tendering our transportation then in hand, we were unable to bring the question to an issue. Inasmuch as the law provides a more severe penalty upon the railroad official issuing transportation than upon the publisher accepting same, we could not ask any railroad official, no matter how much inclined to test the law, to take the chance of a penitentiary sentence, simply to decide the constitutionality of the act. It is believed that the roads are not unfavorable to a repeal of the feature of the law, and of other inhibitions contained therein, and that while they will not likely join in any movement to effect its repeal, they will not stand in the way of such repeal if the legislature is favorable to it. I would, therefore, respectfully suggest to the Association such action as in its wisdom it may deem best looking to some concerted movement in behalf of the repeal of this clause of the law.

PAYING EXPENSES OF MEMBERS OF EXECUTIVE COMMITTEE ADVOCATED.

Another matter that I desire to call to your attention is, that, under the constitution of our body, members of the executive committee are entitled to expenses incurred in attending the meetings of the committee. When we had our transportation, no cash outlay was required in attending these meetings. Now the executive committeeman must pay his railroad fare in addition to other expenses. It is with much pride that I am enabled to say that the September meeting of the committee more than a majority of the members were present, some coming from a long distance, and they gladly bore their own expenses, but it is submitted that this is a call upon the patriotism and devotion of the members selected on that committee that should not be expected. While none of the present committee would accept a repayment of their expenses, provide, that in future, while the present situation remains, the committee be paid its traveling expenses; or else give its president power to act upon all questions affecting the Association during the interval between meetings, and that his necessary traveling expenses be paid. I recognize that to do this provision must be made for a greater income to the Association's treasury. Some saving can be effected by omitting from the minutes the publication of papers read before each annual session, but if the Association expects to do any effective work in securing the modification of certain laws detrimental to the press, and the passage of other laws beneficial to it, it must have more money for legitimate expenses than can be secured under present conditions. To this end I recommend the increase of the annual dues from one dollar to two dollars per annum. It cannot be expected of one or two men, because they happen to be your chosen officials, to spend their time and money in working for the accomplishment of those things which will redound to the advantage of the press as a whole. It is a situation that calls for assistance from each of us individually, and the expense incurred should properly be borne by the Asssociation. I recognize that there will be opposition to any increase of dues, and some of the older members have dissuaded me from making this recommendation, but knowing that the coming session of the legislature will take up the repeal of certain features of the anti-pass law, and that our work must be done then or not at all, I cannot escape what I consider my duty, and I trust the committee which is appointed to consider this address will give the matter such consideration as it deserves. A large number of us contributed five dollars each last year to test the validity of the anti-pass law, surely we can double the amount of our annual dues in order to create a fund to defray such expenses as the Association must necessarily incur in protecting its interests from hostile legislation.

SITE FOR ASSOCIATION CLUB HOUSE ACCEPTED.

At the meeting last year the Association accepted the gift of a tract of land from the Alamo Beach Co. of Port Lavaca on which to erect a permanent club house or bungalow. A committee consisting of Lee J. Rountree, E. C. Hunter and C. F. Lehman was appointed to select the site and receive the deed from the company. On June 29th the committee went to Port Lavaca, selected the site and received the deed therefor, and a full report will be made to this meeting. It is respectfully submitted that some method be devised, probably by individual co-operation, for the erection on this ground of a club house for the use and benefit of members who desire to spend a short vacation on the coast.

A CAMPAIGN FOR NEW MEMBERS.

For the past two months the president and secretary have carried on an active campaign for new members. Not permitted to make personal visits to those who should be members, we have by personal letter and circulars urged every publisher in the state to take membership with us, pointing out as best we could the advantages to accrue therefrom. It is believed that our best work as an Association can never be done until we have at least five hundred active members willing to work under intelligent leadership for those things to which the press is entitled. Every one of you should be a missionary in this work, and if each of you would undertake to bring in one application to the next meeting the result would be accomplished.

THE CONVENTION PROGRAM—ONE MAN POWER IN POSTAL REGULATIONS, ETC.

The program arranged for this meeting is designed to take up several questions, which necessarily cannot be discussed within the limitations of this paper. The new postal rulings are of special interest to every publisher. Under present conditions the publishers of the country are at the mercy of the arbitrary rulings of one man. Our postal laws are framed so as to put all power into the third assistant posmaster-general, and from his decion there is no appeal. In many cases incalculable injury has been done legitimate business, and publishers often put to heavy expense to maintain their status in the mails. Instead of investing one man with such arbitrary and far-reaching power, the national government should establish a postal commission empowered to make rules and regulations governing the second-class mail privilege, and the postmaster-general shorn of all power to change these regulations except upon the concurrence of a majority of said commission. When one lone official is clothed with power to say that any class of business cannot extend credit to its customers we are getting dangerously near to national censorship that will be as burdensome as it is undemocratic and un-American; we are approaching very near a condition that puts our business under the control of autocratic authority, whereby a publisher can be made or unmade at the will of an administration without constitutional or statutory warrant. I hope to see every state Association take action looking to the amendment of our postal laws and providing for the establishment of a commission that shall protect the publisher as well as the government. The duty of the press in the making and the enforcement of the law cannot be too strongly emphasized, and it is felt that the discussion of that subject to be led by a lawyer-editor will be of interest to you. The public is coming to demand of the publisher a more careful supervision of his advertising columns, and this subject will be ably handled by one of the most successful publishers of the state.

CONSTRUCTION OF BETTER NEWSPAPER HOMES.

As the country newspaper prospers it begins to look about for a home. Our worthy ex-president Mayes has set us a notable example in the construction of a newspaper

home, and others are following his lead. Over in Carthage a little woman has undertaken the task of erecting a substantial home for her publication, and I have asked her to talk to you about home building for a newspaper. Educational matters are always uppermost in the mind of the progressive publisher. The more educated the people the higher ideals will they demand in their public servants, and the cleaner, safer and saner government will we have. Tonight Dr. Brooks, president of Baylor University, a native Texan and one of the leading educators of the South, will address you on the "Opportunity of the Press in the Education of the People." I trust you will hear him. Tomorrow Commissioner Colquitt will speak on the "Railroads, the Press and the People." The controlling thought in the preparation of the program was constructive work, as well as informative facts. Tomorrow afternoon we will be the guests of the city of Weatherford, the home of one of our honored ex-governors. The entertainments provided by the people of Mineral Wells I leave for statement by our Brother Wilson.

It has been a most pleasant duty to serve you, and while it has not been possible to accomplish all that I desired to accomplish, I trust you will be able to say of me, as his com-

Governor Johnson of Minnesota, Who Will Deliver the Address of Welcome to the National Editorial Association at the Old State Capitol, Building, St. Paul, Minn., 9:30 a. m., August 17.
From Receat Photograpn

rades said of the deceased cowboy, on the slab they placed over his lonely grave: "He done his derndest." I have endeavored to do my best under the circumstances, and to all at all times defend the profession from the criticisms and malicious shafts of those who would cripple its usefulnes and belittle those who look upon their profession as a calling as God-given as the call to preach the gospel. Wherein I have fallen short it has been not for lack of desire, but of ability. I hope you will have a profitable and enjoyable session, that each one will return to his labors refreshed and with new inspiration, that we will continue to pitch our battles upon the lofty plane of right, knowing no master but the Infinite God and an approving conscience, and that the Texas Press Association will go on to higher and nobler and greater and better things for itself and those whom it serves.

EDITORS AT STILLWATER, MINN.

TO BE VISITED BY MEMBERS OF THE NATIONAL EDITORIAL ASSOCIATION, MONDAY P. M., AUGUST 17TH. A MODEL CITY AND A DELIGHTFUL PROGRAM—AUTOMOBILE AND CARRIAGE RIDE—BOAT EXCURSION UP THE DALLES OF THE ST. CROIX, FAMED FOR PICTURESQUE LOVELINESS AND ENCHANTING VIEWS.

PROFIT and pleasure come from visiting cities other than your own, and especially if the places visited are possessed of all modern progressiveness, civic enterprise and intelligent push, that make for betterment in every way. Stillwater is that kind of an up-to-date city. It has fully awakened to its possibilities, and will be found to afford many lessons for those whose mission it is to gather, and to impart, information, and to promote the wellbeing of their own communities, cities and States through the worthy examples and methods of others.

We have known Stillwater, and of its men and its growth and enterprises, for nearly half a century. It has been a place where fortunes have been made and many of the beautiful residences and other improvements will show that those who have emassed wealth have known how to intelligently use their money for permanent pleasure and the city's benefit, in creating and furnishing elegant homes. There will be surprises here for editors from the richest cities of the Nation. In the early days, and up to 1892, lumber was the great source of wealth, when the official records of the St. Croix Boom Company showed a log cut of 436,899,770 feet in one year. In these later years, other industries have come to overshadow the lumber business. Our last visit to Stillwater up to May 12th, last month, had been in 1886. Our mission then was the solemn one of aiding in the funeral services at the burial of a respected citizen of the place, and a prominent member of one of the leading fraternal orders. Our last mission was a more cheerful one, that of viewing the attractions of the place, of looking to, and securing the program of, the entertainments and hospitalities which the citizens are preparing, on a liberal scale, for the pleasure and instruction of the members of the National Editorial Association, on August 17th next. It is needless to say that our trip, which was over the trolley line, was most enjoyable and that we were very

Glimpse of the Dalles of the Str Croix, "Devil s Chair" in Foreground

agreeably surprised at the evidences of substantial growth on every hand and at the enhanced beauties of the city. Right here we wish to acknowledge our obligations for courtesies extended by Mayor James G. Armson, who has faithfully

served in his present position since 1898, and by Editor W. E. Easton of the Gazette, whom we have known for many years, as well as his honored father before him, whom he has worthily succeeded in the newspaper business.

It is now arranged for the editorial party to leave the place of meeting, the old Minnesota State Capitol building, promptly at twelve on August 17th and, taking the splendid open trolley cars—for which Minneapolis, St. Paul and Stillwater are far famed—over a most delightful route amidst enchanting

The Water Falls.

scenery, passing White Bear Lake and through Wild-Wood, arriving at 1 P. M. in the "Queen City of the St. Croix," where a feast will be found waiting the guests. The repast completed and brief words of welcome said, an auto and carriage ride will be enjoyed about the City, visiting many points of interest. As has been indicated, this ride will afford many delights that will result in much profit and pleasure and give the knights of the pen much of interest concerning which to write for the edification and delight of their readers. Following the ride, as a most restful and happy change, an excursion will be given by steamboat up the Dalles of the St. Croix River, famed through all America for picturesque loveliness. No adequate description can be given here, but the glimpses of scenery, in the views presented, will suggest how much of sweet, refreshing enjoyment can be realized on a two hours boat excursion amidst nature's enchanting wonders. It has been pronounced the most interesting river trip in the West. Refreshments will be served on the boat, and, on the return the trolley cars will be boarded for a delightful evening journey back to St. Paul.

The day before our visit, the *Pioneer Press* of St, Paul, published a complete, able and instructive two-page article with regard to Stillwater, by J. H. Monger, after he had passed five or six weeks in studying its institutions, industries, resources and beauties.

We deem ourselves fortunate in being able to present extended extracts from the account given after such a thorough investigation, rather than to attempt anything of our own after so short a visit. It is fortunate for the readers of the National Printer-Journalist, Mr. Monger opens his well written story with some useful thoughts as to the building up of a city and then proceeds to narrate the interesting facts that he gathered, as follows:

WHAT OF CITY BUILDING.

Cities, like individuals, to grow and prosper must take advantage of every passing opportunity that presents itself, otherwise they will be sidestepped, no matter what their manifold natural advantages may be. City building has become an integral modern science, resting almost exclusively upon the energy of its own citizens. This is why every city and town worthy the name has awakened to the necessity of organizing a commercial body, whose special duty it is to advance the interests of its community, that it may grow and develop by using every means known to publicity to attract attention to the favored locations as a place to live and to do business; exploiting its advantages from an educational and religious point of view; as a summer playground, with parks, clubs and forest drives; as a jobbing and manufacturing center, with low taxes, surplus home labor, best of railroad shipping advantages. This is not all, the home people must be educated along these lines, for then they will become infected and commence doing things to make theirs a "city beautiful;" then old, out-of-date buildings will be replaced by new business blocks, fine residences will take the places of make-shift cottages, mud streets and avenues will be paved, rotted board walks will be replaced with cement; the parks will be beautified; a good road campaign inaugurated; in a word, the city or town takes on new energy, grows and expands. The door of opportunity has been swung wide open to those who wish to make a new beginning in life's battle. This, then, is the twentieth century secret of successful city building.

STILLWATER'S PAST AND PRESENT.

The history of Stillwater may be appropriately divided into two successive epochs, each representing a distinct feature of its evolution, from a forest wild to the sawmill era, to its present growth as a city of 15,000 population. Progress along some lines is often simultaneous with degeneration in others,

Bird's Eye View of Stillwater

and the beginning and ending in others, and the beginning and ending of these periods are sometimes merged in those which precede and follow.

Stillwater was first settled in 1843. The St. Croix valley was then a boundless forest of standing pine, divided by the St. Croix river, which for scenic beauty has no rival in any clime. In 1848 the village was platted. This was the commencement of a great period of prosperity, as the logging and saw-milling industry became active, making this one of the greatest pine lumber markets in the United States. In 1854

Stillwater was incorporated as a city, and from that time down to 1900 it enjoyed a world-wide reputation as the home market of white pine lumber. Its logging camps and sawmills employed thousands of workmen, making this a great metropolis, the envy of St. Paul, while Minneapolis had not yet budded into city life. Nature in its wildest extravagance never lavished her bounties, standing pine, with such generosity as was bestowed upon Stillwater and the St. Croix valley. This wealth of standing pine made many millionaires, built splendid cities and towns, made all their inhabitants not only prosperous but wealthy.

Stillwater presents an interesting and unique study in city building. The whole of its past growth, development and prosperity is due in a large degree to the brains and money of the "lumber barons" and the "saw-log men,' who established logging camps, sawmills, built rail and wagon roads, bridges, platted and built towns and cities. They were the pioneers of civilization, who blazed the way in the pine-tree wilds, opening up the country to settlement. In this beneficent work no men should stand higher in the ranks of loyal American citizens than those who established and operated the sawmills and logging camps in the St. Croix valley. Many of these men have shown their faith in the future of Stillwater by expending hundreds of thousands of dollars in manufacturing plants, in St. Croix river improvements, in building

Union Railway Depot and Postoffice, Stillwater

country roads, in contributing their money for every public enterprise that has tended to advance the city of Stillwater. This is indeed a bright page in city and county building, one that will live in history, in years to come, after the last pine log has been saved, when the whole of Washington county and St. Croix valley will have been transformed into a network of manufacturing plants, all operated by electrical power; when the cut-over pine lands of today will be put under the civilizing touch of the plow, as they are the most fertile agricultural lands in Minnesota for all kinds of crops, especially for clover and timothy, while the climatic conditions make stock raising and dairying a most profitable occupation.

Stillwater has an unrivaled location for carrying on all lines of jobbing and manufacturing enterprises, but twenty miles from the Twin Cities, enjoying the same rail freight rates, besides having the Chicago, Milwaukee & St. Paul; Northern Pacific, Chicago, St. Paul, Minneapolis & Omaha, and "Twin City lines" of electric cars. It enjoys the advantages of cheap building sites, low rents, low taxes, while the wage scale is lower, with plenty of home labor to draw from. These are advantages that will be sure to make Stillwater one of the leading commercial and manufacturing centers in the next few years.

In public spirit and civic pride the Stillwater Citizens' Association, with a membership of 200, takes the lead in promoting the city's welfare. When Stillwater needs demanded an auditorium, 300 of her citizens subscribed the needed cash, $50,000, and erected one of the finest buildings of the size in the Northwest, 70 x 105 feet, three floors, built of pressed brick and stone. The auditorium has a seating capacity of 1,000, with stage and fittings to meet all requirements of any attraction that may be billed; the second floor has lodge rooms, while the lower is fitted up with an assembly hall, dining room and kitchen. Here is where suppers and banquets take place in the interest of harmony and good fellowship.

The architectural beauty of Stillwater has kept abreast of the times, and every year during the last five has been a

Public Library, Stillwater

marked improvement over those of early date. In attractive business blocks and palatial homes this city is the equal of any in the state, population considered. In public building we would mention a $60,000 government building, built of white granite and brick, a public library containing 10,000 volumes, a union depot, court house, city hospital, city hall, high and six ward public schools and four parochial school buildings, while there are sixteen church edifices, covering nearly all denominations. These buildings as a whole are built on liberal lines, pleasing to the eye, making them all standing monuments to Stillwater's progress and development.

One of the best aids in the development of the agricultural resources of this section has been the Washington County Agricultural Society, that owns a 130-acre tract one mile west of the business center. The grounds are well laid out and suitable buildings have been erected in which to make the an-

First National Bank, Stillwater

nual exhibitions. One of the attractions to horsemen is the one-mile regulation track, rated as one of the best in the Gopher State.

A "City Beautiful" is now having the undivided attention of the whole people, under the guilding care of Mayor James G. Armson. The program for this season is to pave fourteen blocks with brick, which with the streets already paved, completes this much-needed improvement in the business zone. There will also be laid many blocks of cement sidewalks, while the beautifying of the lake shore and the banks of the

St. Croix will add much to the natural beauty and charm of this favored inland city.

The undeveloped assets of Stillwater are the scenic beauty and grandeur of the St. Croix river and lake. These waters for the past half century have been monopolized by the lumbering interests, preventing their improvement, but from now on these gifts of nature, with their fascinating treasure spots, will be protected and cared for, which will make them to the Northwest what the Hudson is to New York and the Rhine to Germany.

LAKE SUPERIOR-MISSISSIPPI CANAL.

There are many tangible reasons why Stillwater is to be one of the important cities of the Northwest. One of these is, that it will be on the waterway route of the Superior and Mississippi canal. The United States engineer corps, that have made the preliminary survey for this great waterway canal, have given it as their opinion that the only feasible route is via the St Croix river. The Upper Mississippi Improvement Association has a bill before Congress, asking for an appropriation to provide the money to make the permanent survey and determine the cost of digging the canal. That the canal will be dug in the very near future is a certainty, as it is of such vast importance to the commerce of the whole Northwest and the Mississippi valley that it cannot be delayed longer. This canal, connecting Lake Superior with the Mississippi river, will make Stillwater a lake-river port, affording a magnificent sheltered harbor, with unsurpassed wharfs and docks, which will be sure to make Stillwater a very advantageous receiving and shipping port as well as giving new life to her jobbing and manufacturing interests.

STILLWATER PRODUCE EXCHANGE.

Every detail has been arranged for incorporating the Stillwater Produce Exchange for the handling of all kinds of farm produce from the territory tributary to Stillwater, the purpose being to make it a market center for the St. Croix valley; a place where the farmers can dispose of anything they produce and do their shopping here as well. A stock company with all necessary capital will be organized, a building and cold storage plant provided, and a manager put in charge who understands the business. Mr. J. K. Kolliner of the Stillwater Citizens' Association, chairman of the committee having the matter in charge, is very enthusiastic over the benefits that will be derived from this Produce Exchange, not only to the farmers of the St. Croix valley, but to the retail trade of Stillwater as well.

THE STILLWATER PRESS.

The publicity field is thoroughly covered as to daily and weekly newspapers. The nearness to the Twin Cities has limited the teritory, but not diminished the great power of the local press in promoting the needs of this city and county. In point of ability and circulation the Stillwater newspapers are the equal of the best in the State.

The Stillwater *Gazette* was established as a weekly in 1870 and as a daily in 1884. It occupies a two-story and basement pressed brick building, size 30 x 120 feet, erected in 1904; owned by its proprietors, Easton & Masterman. The *Gazette* is a live newspaper, with a large and growing circulation that makes it a splendid advertising medium for the territory tributary to this city and St. Croix valley.

Court House
Stillwater Auditorium

Irish Catholic Church

High School
Interion View, German Catholic Church

STILLWATER VIEWS

The *Messenger,* a weekly paper of state reputation, is one of the oldest in the state, established in 1856. It is the property of S. A. Clewell, who purchased the plant in 1900. The *Messenger* does an extensive business in job printing and has the best of modern equipments, all run by electrical power.

The St. Croix *Post,* a German weekly, and the *Washington County Journal,* English, are owned and published by Fred C. Neumeier, a man of ripe ability and push, who has made success where others would have failed.

The Stillwater *Trade News* is a local weekly, issued on the free distribution plan, which has made it a winner as an advertising medium. G. W. Schuttinger, the proprietor, is one of those live wires who believes in pushing a good thing along, and in this work has the co-operation of all the live, up-to-date merchants.

HON. JAMES G. ARMSON

is now serving his fifth consecutive term as mayor, being first elected in 1898. In addition, he is surveyor-general of logs and lumber of the First district; president of the Stillwater Citizens' Association and secretary of the Washington County Agricultural Society. He is a man of work, without frills and is a firm believer in the Cleveland axiom "public office is a public trust," and for this reason is a man of wide popularity.

THE NEWS IN ADVERTISING

LOUIS WILEY OF THE NEW YORK TIMES, BEFORE THE BEDFORD BRANCH Y. M. C. A., BROOKLYN, N. Y.

(Concluded from May Issue)

MODERN ADVERTISING.

THE modern newspaper serves many useful purposes, but none more useful than that of bringing the buyer and seller together. Nearly every human want can be supplied through the advertising columns of the newspapers. I have known of marriages to result from advertisements. One can find poverty or wealth through advertising. Some men have found both in that way. We have passed the infancy of advertising and are now enjoying the vigor of its youth. The time is coming when every enterprising business man will recognize the power of publicity. Indeed, there are few now who question its ability to draw prestige and bring popularity, to make prominent that which is obscure, to bring to the attention of mankind many useful articles in a comparatively short time.

If any of your number intends to engage in the business of advertising, the first thing to learn is how to make your announcements attractive, and I am quite sure you will agree with me that the best way to interest the reader of the advertisement is to put in it something of news interest, to say something that the reader of the advertisement really wants to know.

ACCURACY OF STATEMENT.

Unless the advertisement is suited to the newspaper in which it is printed, it cannot be expected to command attention. The tendency to boastfulness and extravagance of statement is to be deprecated. Nothing is more calculated to bring the advertising business into disrepute. Reckless and sensational statements may produce temporary results, but they undoubtedly bring permanent injury to the business in whose behalf they are attempted. Drum-beating is as undesirable in advertising as in politics or the pulpit. The discriminating advertiser appeals not only to the eye, but to the mind.

The object of advertisements, as a rule, is the production of sales. The production of sales, however, cannot come without confidence, and this can, of course, be maintained only by accuracy of statement. There is no inflexible rule for the guidance of advertising. The modest, bright announcements of Rogers, Peet & Co. have produced success, while many business houses with large, flaring advertisements have failed. This does not, however, prove that large advertisements are not desirable or effective.

DISHONEST ADVERTISEMENTS.

The sincerity of the newspaper which proclaims its devotion to the public welfare in its editorial columns and sells its advertising columns to quacks and frauds is open to question. That newspaper has the greatest value as an advertising medium which declines fraudulent advertisements. A state law against fraudulent advertisements would be a wholesome thing. There is such a law in Massachusetts and a similar measure has been proposed in the Missouri Legislature. It is idle to pass laws regulating the practice of medicine and then permit the quacks to place their advertisements in largely circulated newspapers.

A bill introduced in the House of Representatives at Washington looking to the suppression of fraudulent advertising has attracted wide attention. It was indorsed at a recent convention in Cincinnati of the Associated Advertising Clubs of America. With your permission, I will read the provisions of the measure:

SECTION 1. All persons, firms, corporations, and associations are hereby forbidden within the District of Columbia or any Territory or dependency of the United States to print or otherwise to produce, publish, use, circulate, display, or transport, or to cause to be printed or otherwise produced, published, used, circulated, displayed, or transported, and fraudulent, false, or misleading advertisement or advertisements, or any advertisement or advertisements which is or are objectionable or pernicious as hereinafter defined, and each violation hereof shall constitute a misdemeanor and be punishable by a fine of not less than one hundred dollars, ($100), the determination of the precise amount in each case being left to the discretion of the court. Provided, that in all cases where the violation is for the sake of direct profit as by pay for production, publication, transportation, or the like, said fine shall in each case be of an amount not less than three times the amount of such pay, unless treble such pay should fall below the prescribed minimum fine of one hundred dollars ($100).

SECTION 2. All persons, firms, corporations, and associations are hereby forbidden to print or otherwise to produce for inter-State circulation or for transmission into the District of Columbia or any Territory or dependency of the United States, or for the purpose of inter-State commerce or commerce between a State and the District of Columbia or any Territory or dependency of the United States, to publish, use, circulate, display or transport, or to cause to be printed, or otherwise produced for inter-State circulation or for transmission into the District of Columbia or any Territory or dependency of the United States, or, for the purpose of inter-State commerce or commerce between a State and the District of Columbia, or any Territory or dependency of the United States, to be published, used, circulated, displayed or transported, any fraudulent, false, or misleading advertisement or advertisements, or any advertisement or advertisements which is or are objectionable or pernicious as hereinafter defined, and each violation hereof shall constitute a misdemeanor and be punishable by a fine of not less than one hundred dollars, ($100.) the determination of the precise amount in each case being left to the discretion of the court: Provided, that in all cases where the violation is for the sake of direct profit, as by pay for production, transportation, or the like, said fine shall always be an amount not less than three times the amount of such pay, unless treble such pay should fall below the prescribed minimum fine of one hundred dollars, ($100).

SECTION 3. Each day's continuance of the production, publication, use, circulation, display, or transportation of an advertisement or advertisements, such as prohibited by this act shall constitute a separate offense thereunder. Within the meaning of this act, an advertisement shall be defined to be any means of publishing or giving notice, or information of certain things, and shall include oral as well as physical forms of publication intended to reach a plurality of persons. Among the kinds of advertisements which, within the meaning of this act, shall be deemed either objectionable or pernicious, or both, and prohibited thereby, are the following: Advertisements of "damaged goods" sales, of "fire sales," "bankrupt sales," and the like, where merchandise not a part of such "damaged," "fire damaged," or "bankrupt stock," or other stock represented in the advertisement is offered, represented, or sold as a part of such stock; advertisements stating former selling values, or present or former worth, in excess of recognized trade standards of such selling values or worth, or where values or worth are stated and are represented as worth more than such prices at which the goods or commodities advertised were sold in the regular course of business to numbers of persons within a period of eighteen months prior to date of such advertisement; advertisements which represent the merchandise to be other than as stated upon labels or other markings upon containers or packages of such merchandise, as in the case of food labeled and sold in compliance with pure food laws of the United States or other jurisdiction; advertisements of quality or quality of merchandise to be sold, and containing exaggerated or false statements of quantity, or where the goods offered are seconds, inferior quality, or otherwise not of standard quality and such facts are not disclosed in the wording of the advertisement; advertisements offering for sale any merchandise or other commodity described as of one material of substance only, when it is a combination of two or more materials or substances, especially where the undisclosed material or substance is an adulterant or material used to cheapen the merchandise or other commodity, as in instances where goods are represented as "all wool" goods, but are "cotton and wool"; advertisements containing statements as of fact when it is a matter of opinion, unless clearly stated as opinion, as where the words "the best in the world," "finest

cheviots," etc., are used; advertisements in which are contained so-called guarantees in value of shares, stocks, bonds, real estate, merchandise or other commodity; advertisements predicting future greater values or stating present value of stocks, bonds, lands, merchandise, or other commodities, and wherein is contained as an incentive to purchase the stocks, bonds, lands, merchandise, or other commodities, a description of the procedure, success, or results of any similar enterprise or process of manufacture or similar merchandise; advertisements of remedies for disease or treatment for diseases wherein symptoms of diseases are enumerated, or wherein claims of superior professional skill are made, or where offers of "no cure, no pay," "money back if not cured," or "contract of cure," or similar offers are published; advertisements in which are contained so-called guarantees or promise to guarantee a cure of disease, or references, direct or indirect, to private diseases of men and women, as when the words such as man medicine, diseases of men, irregularities of women, disordered male or female functions, or the like are used, or fictitious testimonials as to effectiveness of any remedy or treatment for any disease; advertisements of seers, clairvoyants, fortune tellers, mediums, or the like, wherein are contained any so-called guarantee or promise of guarantee, assurance, or claims of ability to predict future events, or claims of miraculous or unusual psychic power; advertisements offering employment wherein is contained so-called guarantee of results, or where money or other equivalent is asked to be paid in advance for samples or outfits.

BILL TOO SWEEPING—STATE RATHER THAN FEDERAL REGULATIONS.

The Federal Government should not undertake to regulate matters of this kind. In my opinion, the work of suppressing fraudulent advertising should be left to each State. Under the leadership of our prodigally active President, the United States Government is extending its activities into unprecedented directions. To curb wrong and injustice is a purpose that cannot be too highly commended—but if we are to have a Government of separate States, as our Constitution provides, needless Federal interference with the rights of the States should be condemned. Moreover, the bill I have read is too sweeping in its provisions. It tends to bring the righteous movement against dishonest advertising into ridicule. It goes much too far.

DISHONEST ADVERTISING INJURES NEWSPAPERS.

Many newspapers help advertisers to perpetrate frauds on their readers. They print advertising matter so that it will simulate news, and they thus betray the confidence of their readers. A falling and not a rising circulation generally characterizes this indefensible course. A newspaper to deserve respect should be something more than a vehicle for the schemes of tricksters and sharpers. No self-respecting newspaper will knowingly accept a fraudulent advertisement.

One newspaper has the following index expurgatorious: "Attacks on character or credit, offenses to good taste, large guaranteed dividends, offers of something for nothing, offers of large salaries, guaranteed cures, diseases of men, matrimonial offers, objectionable patent medicine advertising, immoral books, fortune tellers, clairvoyants, palmists, massage, word contests, prize puzzles." This is a good list for every newspaper to follow.

If all advertisements were honest, if no advertiser at any time had ever deceived any reader of any advertisement, no daily newspaper published today would be able to accommodate half the advertising that would be offered to it at present-day rates, or else present-day rates could be increased manyfold, and the advertiser still make money. Advertising in that event, would be the surest, quickest, and easiest way in the world for making money. It is because so many people do not believe what they read in advertisements, because they have been deceived so often that advertising sometimes produces poor results. Everyone who utters a fraudulent or dishonest advertisement, strikes a blow at the value of all advertising, and every publisher who aids in the printing of such an advertisement impairs not only the value of advertising in his own publication in particular, but the value of all advertising in general.

CHARACTER IN NEWSPAPERS.

Ex.-Gov. William L. Douglas of Massachusetts, himself a great advertiser, recently said:

The newspaper voices the sentiment of the community in which it is an influence. It spreads before its readers every twenty-four hours a complete record of the life in that community. It is read because it is a necessity. Intelligent men and women cannot do without it. When, in addition, it possesses influence and high standing, those qualities give a special value to its advertisements. For this reason it is the most desirable of advertising mediums. The advertising columns of a newspaper of high character are immeasurably superior for purposes of publicity to any other form of advertising.

And in these days when newspaper advertisements are considered in a certain sense a part of the news, when they are read more widely than ever before, the merchant who presents the "news" of his business every day in the advertising columns of a first-class newspaper has an immense advantage over all others.

Waldo P. Warren, the advertising manager of Marshall Field & Co. of Chicago, thus described the ideal advertising medium:

It is the home newspaper. It is a newspaper that is so filled with good thoughts for every member of a family that it finds a warm welcome and an eager reading wherever it goes. It is free from crime and scandal and unwholesome things. It takes more pride in the quality of its circulation than in the mere quantity—but it has the quantity as well as the quality. It is not boastful nor too much given to find fault. It wins the confidence of the people by its simplicity, holds by its purity and progressiveness. It handles the news of the day in a manner which appeals to the better class of people, and to the better nature of all people. It emphasizes the hopeful features of news rather than the discordant ones. It has a permanent location for social features. It is an authority in whatever it undertakes to exploit. It has a reputation for correctness, and regulates its advertising pages by reasonable requirements regarding display and illustrations, so that the page represents a pleasing whole.

What an admirable definition!

THE HARVEYIZED MODEL NEWSPAPER.

Col. George Harvey, the gifted editor of Harper's Weekly and the *North American Review*, delivered two notable lectures on "Journalism," at Yale University this month, which served to enliven and to enlighten journalistic circles. He advocated the establishment at Yale of a newspaper which will give the students who aspire to the journalistic profession the opportunity of obtaining practical knowledge of newspaper work, which the present curriculum of the university does not afford.

Mr. Harvey recommended what he termed a real newspaper, and he suggested that one of the great newspaper editors of New York be selected to take charge of such a publication. Col. Harvey then introduced in evidence what he thinks is an ideal newspaper. He took the newspapers of Saturday, Feb. 29, and treated the news in the way that he thinks it should be treated.

William Harvey discovered the circulation of the blood, George Harvey discovered how to give *Harper's Weekly* a circulation, but I doubt if the newspaper that he offers as an example to the Yale students will add much lustre to the distinguished name of Harvey.

The Bromley *Morning News*, which is the title of Col. Harvey's sample newspaper, while devoting a large part of its space to the kind of editorial comment familiar to the readers of *Harper's Weekly*, omitted reference to many important matters which were reported in the issues of the New York newspapers on Saturday, Feb. 29.

One of Mr. Harvey's suggestions, as illustrated in the model newspaper, is the concentration of all advertisements on the last page. This is an ideal plan, but one that I am inclined to think will be resisted by advertisers. I know that Harper's publications are insistent upon more favorable loca-

tions for their announcements than next to and following advertising matter.

Col. Harper, however, made some admirable suggestions in his lectures, which I hope will be adopted. Every newspaper editor of the country will, I think, cordially approve the following declaration in favor of technical instruction:

Already as we have seen, the university is building the fundamentals. Why should it not also supply the accessories and send forth to teach and lead the people, men so thoroughly equipped technically as well as mentally and morally, that the mere fact of graduation, by opening the door of opportunity, would gradually but inevitably tend to subordinate materialism to practical idealism which would raise the American Press to its true position as foremost among God's agencies for the uplifting of the American people?

Joseph Pulitzer's endowment of a Chair in Journalism in Columbia University, and his bestowal of $1,000,000 for this purpose, is a very practical step in the direction indicated by Mr. Harvey. I am sorry that this great work, so generously endowed by Mr. Pulitzer, who is one of the greatest of American journalists, and the twenty-fifth anniversary of whose marvelously successful management of the New York *World*, will soon be commemorated, is not in active operation. I hope that the liberal and enlightened gift of Mr. Pulitzer may soon be put to practical use in the cause of better journalism.

A MODEL SERIES OF PAY-UP LETTERS

RULINGS of the Third Assistant Postmaster-General have had the effect of causing persistent efforts, among weekly newspapers, to get all subscribers on to a cash basis, and many have adopted series of follow-up letters that have proved gratifyingly effective. The following, with the explanatory note by Editor Wheelock, of Fergus Falls, Minn., will, doubtless, prove valuable, by way of suggestion, to many who have not, as yet, progressed very far in the effort of collecting back subscriptions:

FERGUS FALLS, MINN., April 20, 1908.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I send you herewith a set of form letters which I am using to bring my unpaid subscribers up-to-date in accordance with the recent orders of the Postoffice Department. The series may interest you.

I find that the results thus far are very satisfactory. The later numbers of the series have not been sent out, but will be this month. Those who fail to respond to these letters, I shall hand over to some collection agency.

Yours very truly, H. M. WHEELOCK.

NUMBER ONE.

DEAR SIR:—The new ruling of the postoffice department will make it impossible for any newspaper in the country to send copies to subscribers who owe a year or more on subscription, without putting a one-cent stamp on each copy. That would break every newspaper man and cannot be done.

The result is that subscriptions not paid up will have to be stopped this spring. It is not the fault of the newspapers. They would be glad to carry their subscribers along as in the past. It is a condition produced by the new ruling, which was made by the Department to put a stop to the abuses of the second-class mail privilege by "mail-order" publications and others which care little about their subscription price.

I hope you will pay prompt attention to this matter, as the new rule will take effect April 1st and after that date no subscriber in arrears can get any daily or weekly newspaper in the United States. I do not wish to lose you and hope you do not wish to part with *Wheelock's Weekly*.

Yours truly,

Your subscription to *Wheelock's Weekly* is paid to———— ————. $——— will pay you to ————.

NUMBER TWO.

FERGUS FALLS, MINN., April 8, 1908.

DEAR SIR:—I wrote you a short time ago, asking you to bring your subscription up-to-date and a year ahead, owing to the recent Postoffice ruling that this must be done by all who take newspapers, or 1c. postage must be put on each copy.

I think your failure to reply has been because you have overlooked the matter till now. I very much hope this letter will result in your prompt remittance, for now I am "up against it," and have got to show a clean list, paid up, to the first postoffice inspector who calls. You have had the paper regularly. It is worth the dollar a year, and I have cheerfully and faithfully sent it to you, believing that when the right time came you would with equal cheerfulness "make good." "The right time" is here now. I've got to stop the paper unless you pay up. That's Uncle Sam's decree. I don't believe you wish it stopped, and I am sure you are willing to pay an honest and small debt like this. I hope to hear from you by return mail, and remain, Cordially yours,

H. M. WHEELOCK.

Your subscription is due from December 1, 1904. The sum of $4.00 will pay you to December 1, 1908.

NUMBER THREE.

FERGUS FALLS, MINN., April 15, 1908.

DEAR SIR:—You have not yet sent amount due for *Wheelock's Weekly*, though I wrote you fully ten days ago. What's the matter? Haven't you the money? It is honestly due, unless my books are in error, and I am sure you have no intention of refusing to pay.

So will you not kindly let me hear from you on receipt of this, sending the cash, if possible, or if not, explaining, as I asked above, "What's the matter?" You will oblige,

Yours truly, H. M. WHEELOCK.

Your subscription is due from April 20, 1905. The sum of $4.00 will pay you to April 20, 1909.

NUMBER FOUR.

FERGUS FALLS, MINN., April, 1908.

DEAR SIR:—Nothing doing yet, although I am sure I have sent you two or three letters about that unpaid subscription of yours. Now, this isn't quite fair. I have sent you the papers steadily, depending on your sense of justice to pay for it when the time came. Can't you pay it now? It isn't a large amount, but my kind friend the Third Assistant Postmaster-General tells me I've too many on my list in arrears, and I must begin to put 1c. stamps on their papers in another week or so—which I cannot afford to do. I feel I am entitled to the courtesy of a reply to this, with the cash, if possible, or if not with an explanation. Kindly let me hear from you at once and oblige, Yours truly,

Your subscription is due from————————

The sum of $—— will pay you to————————

NUMBER FIVE.

FERGUS FALLS, MINN., April, 1908.

DEAR SIR:—Sorry not to have heard from you yet. I think you must have some reason for not writing, and it occurs to me perhaps you haven't enough money to spare right now to settle the whole account, but that you could pay part. What do you say to giving a note due this fall, without interest, for the amount due to date, and enclose a dollar cash for a year's subscription in advance? If you will do this, use the enclosed envelope to send your dollar, and say that you will give the note, and I will send you one to sign. This will put us on a business-like basis again. You will be glad to get the small account fixed up, I know. You will much oblige,

Yours truly,

Your subscription is due from————————

The sum of $—— will pay you to————————

NUMBER SIX.

FERGUS FALLS, MINN.

DEAR SIR:—You aren't doing the fair thing in paying no attention to my letters about subscription. I have written you several times, and have been respectful and patient. In reply I get—nothing. This isn't fair play, and you know it isn't. I don't believe you mean to give me the double cross this way, but either the matter has slipped your mind, or you haven't had the money to spare.

Now, to get the account square, I'll tell you what I'll do: If you will pay for a full year's subscription in advance, I'll cut the arrearages squarely in two, and take half what you owe for full payment, and send you a receipt to balance. But, mind, this offer does not mean next month, or next week, but now—the minute you get this letter or not at all.

If you don't accept this proposition I shall hardly know what to think; but I shall, of course, have to stop the paper and will then proceed to do what I can do toward effecting a settlement. But I think you will regard this offer as too fair to refuse, and that I shall have your remittance at once.

Yours truly,

Your subscription is due from————————

The sum of $—— will pay you to————————

Among the Associations

PAST-PRESIDENT JOHN E. JUNKIN gives a racy account of the meeting of the Kansas State Press Association, in his Sterling, Kansas, *Bulletin*, "the old home paper." It is so bright, and encouraging as to the increasing interest of the editors in the State Association, that we believe that it will not only be interesting but very profitable to NATIONAL PRINTER-JOURNALIST readers:

The newspaper men from all parts of Kansas gathered at Emporia. A loadstone has no greater attraction for particles

R. L. Hammond, Editor Fremont, Neb. Tribune

of steel, than this quiet little city of the plains had, at this time, for men and women of the Fourth Estate. They came early and stayed late. The meetings of the State Editorial Association were held on Monday and Tuesday, but Sunday night the hotels were full and on Wednesday there was still no room for strangers.

It has been stated that this was the largest meeting the association ever held. This is not the exact truth, for several of the meetings at Topeka have equaled it in numbers. But it was the largest ever held outside of the state capital, and in point of interest, good fellowship and social enjoyment it was preferred position—first page, top of column and surrounded on three sides by pure reading matter. It was the editor of the Emporia *Gazette* who organized the Hosts of Hospitality and managed the campaign which captured the hearts of the visitors.

CAME FROM ALL SECTIONS.

From the extreme west, Garden City and Cimarron editors were there; from the northwest came Jewell and Rooks County men; from Cherokee, Crawford and Neosho in the southwest there were representatives; from Brown, Doniphan and Jackson in the northeast the crowd was swelled; from Harper, Sumner and Cowley on the south came the writers. Every section of the state was represented. Every shade of political opinion—and also some vividly colored ones—made a varied hued assembly which, however, did not behave unseemly.

Some of the old fellows who ran papers in 1871 and 1872 became chummy with others who had only started "in the good way" during the past year. There were those present who belonged to the aristocracy of literature and have had magazine articles accepted and printed and who have written

Daily Tribune Office, Fremont, Neb. See pages 386-387

Frank Hammond, Fremont, Neb., Tribune

books that were actually sold to people who wanted to read them. A few had written poetry, and still hold their jobs.

[Continued on Page 418.]

A JOURNAL FOR PRINTING AND ALLIED TRADES

THE NATIONAL PRINTER JOURNALIST

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

437 FIFTH AVENUE, NEW YORK CITY

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office
BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d

FOREIGN SUBSCRIPTION AGENTS—International News Company, Bream Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London E. C.; G G Turri & Co , Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. No attention paid to postal card requests Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER JOURNALIST COMPANY by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, JUNE, 1908

AMONG the many excellent papers presented at the meeting of the Missouri Editorial Association, on which we shall later draw for points of instruction and interest, was one, by a bright young newspaper man, Walter Ridgway, of the Kirksville, Mo., *Express* in which he gave experiences with a small daily. There are now thousands of small dailies in this country that are doing splendid work. Free Rural Delivery has opened a wide field for these small dailies. The farmer no longer wants to wait a week for his news. With the splendid general news service throughout the whole country aided by excellent plate, the dailies in the prosperous cities, from four to fifty thousand in population, are able to support very complete and satisfactory papers.

Kirksville is a city of some six thousand people or more and, with the rural routes, affords a good field for a lively, prosperous and successful daily.

Mr. Ridgway confined his experiences to the advertising branch of the business, but said by way of premise: "News is paramount, however, and always has had, and must continue to have, the first consideration in the newspaper office, but as unto the bow the cord is, so is advertising to news."

Speaking of the problems that confront the ad man, Mr. Rigway said:

First there may be prejudice against the paper for fancied and feigned wrongs. There are they in country town who put their advertising upon a sentimental basis, and positively refuse to patronize the paper because they dislike some of the policies of the paper. Local option scraps have caused the ad man no end of trouble during the last few months.

Second, some business men have wrong conceptions of advertising mistaking it for charity. One fellow with whom I was trying to make a contract recently said, "The newspaper is a good thing to have in the community. I like to advertise a little to help it along." I admitted all of that but added that advertising was purely a matter of business and not of charity, and that I was selling space because I thought my space would, if used judiciously, make him money.

Third, there is great ignorance not only of the purpose and real merits of advertising, but of how to do advertising. The average country merchant doesn't know how to write an effective ad. One merchant remarked to me recently, "I had rather be whipped than to try to write an advertisement." I didn't whip him but I helped him; gave him some helpful books on the subject of advertising. He took twice his usual amount of space that week.

Fourth, the indifferent man is the toughest customer. The other fellows have some kinds of arguments which the good ad man may be able to answer, but the indifferent man has no arguments and doesn't want any. He will tell you as he whittles his goods box that he has all of the business that he can do and does not need advertising.

If you were to ask me what I regard as the most valuable thing in ad getting, I would say, the personality of the solicitor. He must have a good address and must have the confidence of the men with whom he has to deal. There are some other characteristics of the good ad man which I want to mention, also.

First, he must know his business from "A to Izzard" and must know beforehand some of the arguments that he will have to answer.

Second, he must know his man and the mind of his man. There is much psychology in ad gathering and the man who does it, must know when to visit or when to call or when to stay at home.

Third, he must have what W. G. Bryan of the Kansas City *Journal* calls a "driving personality". He must be able to present arguments and to clinch arguments. Advertising when there is a keen competitor, is not so much a game that requires smoothness, as a battle that requires coolness. He not infrequently meets up with a customer who has a long knife up his sleeve for the editor or somebody on the staff and who is ready to scalp the ad man. Its a pretty good plan to heap up a few coals of fire by giving such a customer's business or hobby a free write up, then he may go back to the store and clinch the contract.

Fourth, he must know how to write ads. A cleverly written ad presented to a customer looks very tempting and will in most cases be bought by him. I have one customer who always turned me down when I asked him to write me an ad but who never did when I presented one already written. I have profited by the experience. There are so many good books on the subject that there is no need for a man to be without good models.

Fifth, he must have a long head and long legs. He must study the seasons and the weather and divine

the intentions of the business men. He ought to make the rounds of the town frequently, if for no other reason than to suggest to the business men that he and his paper are alive and feel a keen interest in their welfare. We are told in the Bible not to look on the things of others, but I find it a pretty good plan to look on the advertising of thine competitor and see who is doing over there in his shop. But even here it is well to remember that generousity toward a competitor will make more contracts than animosity.

I have spoken thus briefly and disconnectedly of the difficulties confronting the ad man and of his fitness for meeting these difficulties. There ought to be something said about the advertising itself.

I used to hear the school teachers talk much, and then some, about the three R's. There are three R's in advertising methods which may be likened unto the R's in pedagogical methods with a little stretch of the imagination.

The first R is for "readin" or circulation, the importance of which to advertising is so well known and so well discussed that I shall not give any time to it. The point is to get out such a good paper that everybody will want it, and then use some of the 1000 circulation schemes to get everybody to take it.

The second R is for "ritin" which back on the farm was known for contracts. Advertising contracts are better both for the merchant and for the ad man, for the merchant, because he will get better results by systemmatic advertising at less money, for the ad man because he is saved the trouble of going to a merchant day after day to solicit business. Settlements are easier and not so likely to be misunderstood when the rates are stipulated in the contract. It is a good policy to get one leader in every line to contract for space, the other people in the same line will fall in all right. if you will pardon the shop talk I will tell you a little about my own contracts. I think that the best one I have is with a five and ten cent store, which calls for six inches of space to be used every day in the year with a complete change of ad each day. The largest contract I have made is with a department store and calls for 3000 inches to be used as desired during the year. Altogether I have made contracts with seven business houses for 14,000 inches of space since Jan. 10. These contracts vary in size from 800 to 3000 inches. All of this business is "cinched" for the year and I will not have the sorrows and woes and contentions each time I ask them for business. The third R is for "rithmetick" which in newspaper work simply means rates. I have written many inquiries over the state concerning rates and have gotten a variety of answers. Every paper has its own methods of charging, and towns of nearly equal size get widely different prices for advertising. For instance when I was on the Columbia *Herald* we got 15 and 25c. per inch for advertising space which sells in Kirksville at 10 and 15c.; I have raised these 50 per cent since the first of the year causing a great outcry in Israel. If the newspaper man does not put high enough price on his space to show that he values it, the advertiser will not value it enough to buy it at any price, however low that price may be. An enterprising shoe concern has a motto like this, "Keep the quality up." I say keep the prices up and you will keep up respect for the paper.

It seems to me that there ought to be greater parity between local and display advertising rates everywhere. I see no good reason why we should charge five cents per line for local readers and ten cents per inch for display space, unless the local readers are really more valuable to the advertiser, which I question, or unless the man who takes the local column never uses much space and should therefore, pay more. I favor uniformity of rates so that the advertisers will take more display space and less local space. I believe that our news columns will be improved by the elimination of advertising from them.

F. James Gibson in the March number of Profitable Advertising makes these sane remarks on the subject of rates:

"I would divide all advertising into two classes—display and classified. Display advertising I would have appear without classification heads. Classified advertising I would have with heads indicating its class, or kind. For display advertising I would have one uniform flat rate, no matter how much space or how many insertions are used. I would deal with the classified advertising in the same way, except perhaps, situations wanted advertisements. The question might reasonably be asked, seeing that I believe in a uniform rate, why I would have a lower rate for classified advertising than I would for display advertising. This is because the great bulk of classified advertising comes from the general public, and is, therefore, of great value as a circulation getter.

I have in this paper attempted to deal only with the more practicable and tangible side of my subject, and what I have said may seem very materialistic to the man who is concerned only with the news and editorial end of newspaper work. The ad man may be a necessary evil, but he is necessary, nevertheless, and he contributes his substantial part toward making possible a great educational institution. I presume that it is just this feature of the work that appeals to the average newspaper man. Certainly it is not the love of gain and gold that prompts him to take up the editorial or reportorial or "aditorial" quill. There is some compensation for the sorrows, woes, contentions, and red eyes even in the thought that he is serving his fellows and his community. He is by virtue of his place the champion of right against wrong, of morality against immorality, and I believe that there is much for the ad man to consider in this connection. There is moral and immoral advertising and the man who sells his columns to people, who stand for immorality or fraud or vice or lawlessness, prostitutes his paper and his own high calling in public service. He can not thunder very loudly in his editorial column against an evil that he is fostering in some other column. I hail the day when not only will distillery and brewery products be classified as "objectionable," but when all kinds of nostrums and frauds will be classified as objectionable, also. I hold, therefore, that character is as essential to one column as it is to another. As a contemporary remarks,

"The best newspapers of the time are sustained by their high character, just as the man or woman of good character command respect. Character in a newspaper is that which appeals to the people. Men may not agree with the opinions but they respect character."

This then is the high faith that I have in my calling, and to borrow the words of a man whom I commend to the advertising men of this convention, "it is the substance of things hoped for and the evidence of things not seen."

THE REAL MISSION OF THE COUNTRY NEWSPAPER

FIRST PRIZE PAPER BY W. L. NELSON, EDITOR EAGEL, BUNCETON, MO.

Three prizes were offered at the convention of the Missouri Press Association for the best papers on "The Real Mission of the Country Newspaper." We give below, the papers, out of thirteen contributed, wining the first and second prizes:

The real mission of the country newspaper is to give the news. Without news there is no newspaper. Facts and figures, not rumors nor hearsay, constitute news.

In the garnering of the news harvest the local field should be looked upon with the most favor. In a country newspaper nothing can take the place of country news. The story of the wide world is told under glaring headlines and catchy captions in the pages of the city papers—told so fully and so fast that competition in this well-filled field is folly. The local field is for the country newspaper, which alone gives to its readers the story of "you all's house," sympathizing with those who sorrow and rejoicing with those in merry mood. More strictly speaking, then, the mission of the country newspaper is to give the local news.

The legitimate local field is further limited by careful selection. No newspaper should publish all the news—no more than should a father, sitting at his own fireside, repeat all that he may have heard during the day. A country newspaper must be clean, have character and conscience, and be able to command confidence. The best country newspaper is brave enough to tell the truth when it should be told, and big enough to leave untold a secret story of shame and sin when a "scoop" would only add to the sorrow.

Important as is the news, no newspaper fulfills its highest mission when it does no more than give the news. A newspaper, and especially a country newspaper, must be more than a mere phonograph. It must stand for something. It must be in sympathy with those whom it serves. It is possible for a newspaper to point out to the people, many of whom are its patrons, the pathway to local possibilities which mean progress. Above all, the newspaper should not fail to advocate those things which mean better living and higher thinking.

Finally then, let it be said that the real mission of the country newspaper is to give the local news accurately and fearlessly, but in kindness; giving no unnecessary publicity to wrong-doing, yet sparing not frauds nor shams; recognizing good wherever found; striving to build up rather than tear down, so that the files of the paper shall constitute a helpful history, accurate, yet showing the sunshine rather than the shadows.

SECOND PRIZE PAPER BY C. PEARSON, MIDDLETOWN, MO.

Besides the primary mission of earning honest money for those operating it, the real mission of a country newspaper might be divided under a number of different heads, viz:

To gain the confidence and good will of the public.

To be honest with itself and it's constituents.

To be loyal to it's community.

To wear no collar of party, clique or faction.

To be the organ of none of these.

To support only good and competent men for office.

To stand for political as well as moral cleanliness.

To expose fraud, graft or evil, wherever the public weal demands.

To avoid selfishness or prejudice.

To seek no revenge.

To stand for the right, and dare to defend it.

To look not up to the rich or down on the poor.

To do all the good, and as little harm as it can to the community it serves.

To build for the future, and leave to posterity the heritage of the public's confidence, which would be not only a source of comfort and pride, but an asset of no small value, as well.

To stand for honest convictions, and not flinch in advocating them, even though the wind of popular opinion might be strongly blowing in an opposite direction.

To respect the political and religious opinions of others, granting to them all rights claimed in such premises.

To get not down to the plane of littleness that would wreak vengeance upon a fellow man for any real or fancied personal grievance, for it only leaves a paper narrower and meaner for the effort. If public welfare demands, use the knife; if not, use charity.

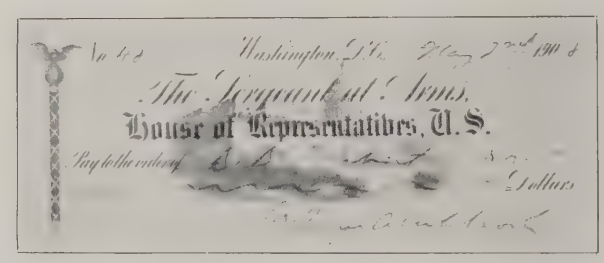
To use the knife when necessary to eradicate a moral cancer in the community, and that knife "to the bone," when the necessity of the case demands it.

To publish a paper that a mother, sister or daughter need not fear to read in public.

To give as little space as possible to sensational and unwholesome news, but dwell more upon that which will elevate or benefit.

To ever strive to make the world the better for its having existed in it, and to leave no unnecessary scars upon the soul of even one unfortunate. With these constituting its "mission," it will in due time have success and all other good things unto it, and have its house "builded upon a rock."

A CONGRESSMAN'S CHECK



How would you like to pay your subscription to The National Prinrer-Journalist with a draft on the Sergeant at Arms, House of Representatives, U.S.

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconn

PRESENT-DAY critics charge the press, the editor, if you please, with being more or less responsible for the mental darkness in which the masses are today groping. These same wiseacres apparently fail to reckon, however, with that pertinent saying of the sagacious P. T. Barnum—"the people want to be humbugged." Many an editor, I know, is giving his readers stuff in the way of editorials, from week to week, or day to day, as the case may be, that he does not himself believe—not because the editor himself so elects, I assure you, but simply because the people from whom he draws his living simply will not stand for anything else.

I have heard of a few editors who attempted to give their readers the naked truth—the pure, unleavend, unadulterated, undisguised gospel—with the immediate result that the "Wanted-to-be-humbugged" public made brief arrangements with the said rash editorial pioneers to the effect that there was no jubliant homecoming of subscriptions prior to April 1, A. D. 1908. Some one says, "It serves a fellow right who hasn't sense enough to give the people what they want," but I beg to go on record in opposition. The man who "plays to the galleries,"—the man who sacrifices principle for public favor—the man who fearfully smothers his individual thoughts behind the fogs of frivolous public opinion,—is a contemptible weakling—a veritable failure on any of life's highways, and certainly entirely unfit for the exalted position of editor of a newspaper. The pages of history have the names of none such men written upon them; rather does the memory of men endure who in the very face of public censure and hatred have dared to express, stand by and repeat their own ideas at any cost. And the fellow who hasn't the backbone to do that, has at least no business in an editorial chair.

But all this refers more particularly to the editorial department of newspaper making. When it comes to the news features of the business, I have less quarter than ever for him who as an editor fails to give his readers—the masses, thank you—the truth, the whole truth (insofar as that were printable) and nothing but the truth. An incident of the very week in which these lines were penned transpires as an additional evidence, however, of the manner in which our modern newspapers pander to the morbid tendencies of the public mind and its insatiable lusts for the grewsome. After all the horrors of the horrible tragedy had been unearthed and spread before the people in all its ghastliness, the American press foreseeing that the masses were only half-gorged with the stuff—forsooth that the facts already given had merely sharpened the public's taste for the hideous—and knowing full well that the people expected—yea, demanded—the further developments which naturally failed to develop in sufficient rapidity and gastliness, to suit, lo, the press set about manufacturing "developments" of the demanded quality, only to deny them and supplant them on the day following by other artificial and equally nauseating sensations.

Such journalism may be excused at the expense of public demand, but, however preponderant may be the proof of the fact that human blood and the vicious atrocities of a Borga still grip the racial mind with a morbid fascination, I for one yet have faith enough in the American masses to believe that they are better satisfied, and better off mentally and morally, with the plain truth in such cases—and most assuredly nothing more. The truth itself in such cases, every sane mind must agree, is bad enough, without being supplemented with the morbid imaginative "discoveries" of some over-zealous staff-correspondent. And although some present-day journalists may so misinterpret the public demand, I am of the opinion that a personal interview of the public mind would serve to partially undeceive them. At least, the masses of this great American republic deserve a better reputation.

◈ ◈

The name, Rishoff, is a peculiar one—one I never forget as belonging to the capable editor of the *Globe* of Milton, North Dakota. O. T. Rishoff is an old friend of this department. Several years ago it has been since we first got acquainted—and it is gratifying for me to be able to testify that the *Globe* has not suffered in consequence of the acquaintance. Today Brother Rishoff's paper is a six-column quarto, with ready-printed interior and a distinctly metropolitan-like front page. This front page, in fact, is really one of the *Globe's* most attractive features—and that's saying considerable in this case, as the reader shall see before I have done with this review. The *Globe* adheres pretty closely to all of this department's recommendations regarding makeup, and naturally the effect is extremely pleasing to me. Especially can this be said with truth of the initial page, where only every alternate column opens with a scare-head, and all the darker masses in the lower portion of the page are well balanced. There is fine classification of contents in this sheet—a feature the advantage of which it has ever been my earnest aim to impress upon all. The "wants" appear in a department by themselves and the first page is made up exclusively of headed stories of current snap and timely interest. On the next of the locally printed pages we have the political news of the state and the *Globe's* opinions on all public issues, while on the page opposite appears the local and personal mention of the week. And every bit of this has been done— both intellectually and mechanically—in a manner and after a fashion considerably above the average American country weekly, than

which, I dare say, the papers of no other country are of a higher standard.

◈ ◈

The first thing I find to kick about in the *Mesquiter* of Mesquite, Texas, are the ads on the front page, which, I know, the makers of this paper think are excusable because of the abundantly supplied remaining columns. These ads, or a majority of them, at least, have been fashioned after a creditable style, especially is this true of the full page specimen which I am reproducing herewith as exhibit (1). This ad shows discriminating construction; and in spite of apparent in-

NEW SPRING GOODS

SEASONABLE MERCHANDISE IN ALL DEPARTMENTS AT LOWEST PRICES

We have spared no time in selecting our spring line. We are always on the lookout seeking the very best merchandise obtainable for our customers. This year we have organized our buying facilities more thoroughly than ever before. Having several stores enables us to buy in large quantities and gives us a big advantage over small merchants. It is our aim to always have the right merchandise, giving the very best for the price that quality will allow. We have taken advantage of the flurry in the dry goods market to secure some very desirable lines of goods at prices greatly below their real value and we always give our customers the benifit our buying. We always study quality first and then add a small profit. That is the basis of our claim for your patronage. During the history of our business we have always studied the interests and needs of our customers and the success of our business has been due to the fact that we sell the right goods at the lowest prices and extend to everyone courteous treatment. We ask everyone to read this advertisement carefully and come to see us and let us get acquainted with you and if you are not a customer of ours, give us a trial by giving us your spring trade, as we feel assured you will become our permanent customer.

For lack of space we could not begin to mention all of our prices but come and see for yourself that it will be to your interest to buy from us your

Dry Goods, Clothing, Shoes, Hats, Millinery Etc.

Shoes and Oxfords

Men's and Boys' Suits

Men's and Boys' Shirts

Miscellaneous

Laces and Embroideries

Millinery

Ready-to-wear Skirts

Men's Hats

Staples

Dress Goods

Hudson, Davis & Co

The House That Saves You Money — Mesquite, Texas

No. 1

convenience in the lines available for the display, the result is commendable. Interspacing the letters of the first line would have been a trifle more judicious, and, if possible, the allowance of at least a little margin of white between columns would have given better relief to the matter. I am favorably struck with the excellent presswork in evidence in the pages of this sheet, and the second chapter of the serial entitled "Lester's Revenge", by John E. Davis, the *Mesquiter's* editor and publisher, held my interest captive during a perusal thereof, which, I beg to explain, is intended complimentarily. There are other evidences—both in the editorial and news columns—of the literary talent of this brother editor, and I heartily hope that he will continue to keep my name on his mailing list.

◈ ◈

The *Mountaineer* of Walhalla, North Dakota, is a six-column quarto semi-weekly on ready-prints. Deplorably, however tiresome to my readers, this criticism must begin with my habitual objection to ads on the first page. I really should have omitted mentioning them, but since pure reading matter here is so far in the minority, I couldn't refrain from my usual protest. One of the typographical peculiarities manifest in the columns of the *Mountaineer* is in the form of dashes at the left hand side of the column instead of in the center according to time-honored custom, which is an innovation too radical perhaps to meet with immediate approval from the orthodox mind. It strikes me as suggestive of something to follow—to be added, or supplemented—in foot note form. In exact contradiction to another North Dakota sheet reviewed some few paragraphs ahead, the *Mountaineer's* mechanical makeup is quite opposite, in every detail, to the recommendations of this department of the National Printer-Journalist. The *Mountaineer,* if I mistake not, was one of the many papers on the exchange table of the North Dakota weekly which I elected to run for a short time a few years ago for a bunch of politicians. It seems as though I remember it as one "on the other side of the fence." That's the main trouble with the North Dakota newspapers—they are nearly all owned and controlled either virtually or literally, by public-pap-sucking politicians. It is probably the great trouble with a great many of the newspapers of all the states—but one thing I am sure of, it shall never again be the trouble with the newspaper in whose subhead your humble servant's name appears as master. Like all the newspapers of North Dakota—like all the newspapers of the land, for that matter—the *Mountaineer's* editorial page at this time teems with political discussions. These columns, too, would indicate that their author possesses a pretty able mind and a fairly clear insight into even the national political issues, but his grammar is not always so good. For instance, in one place where the editor aims to exploit the virtues of a candidate, I find this paradoxical statement: "His character is above reproach and his most inveterate enemies give him credit for being a bold and open exponent of wrong and a champion of the right." I know that it is the time-honored custom to blame such blunders on the compositor, and, while such hackneyed excuse may go down easily enough with the layman, it don't go with one who has taken the scarlet degree in the craft. In simple justice, however, it must be explained that such slips of the pen do not always indicate ignorance, but simply chronic absent-mindedness (which, lucky for many of us, has never as yet been defined as a symptom of acute insanity, but happily rather as a mark of greatnes.) A writer, I have noticed, frequently pens one word unconsciously for another of similar sound or literal construction, e. g., "exponent" for its antonym, "opponent." Why, just the other day this came forcibly home to none other than myself when in a personal local I made a physician address a religious meeting in place of his brother who is a minister, of the gospel —and the blunder even escaped me in the proof. I had unconsciously written the name of one man although I had in mind his brother. Howbeit, as to the use and meaning of words, all of us—even those among us who have had the advantage of college degrees—sometimes find that certain words which we have used repeatedly have a far different definition than we had all our lives supposed. Chas. E. Lee is the *Mountaineer's* editor, and the most pleasing feature of the sheet is its local and personal department, which, for a semi-weekly publication, is unusually extensive and entertaining.

◈ ◈

Insofar as the Guttenberg, Iowa, *Press* carries a delightfully clean front page, with exceptionally artistic and well-balanced makeup it meets with and

surely deserves this departments' heartiest approbation. But regretedly the other home-printed pages present a much less admirable appearance. This latter condition is due to the haphazzard manner in which the ads are arranged therein, and the absence of borders in many of the displayed spaces. There is a considerable degree of talent and finished originality apparent in several of these ads, one of which I am showing as exhibit 2. A suggestion toward improving the displayed columns of this sheet would be the resetting of

Announcement
We will continue to close out our stock of shoes (Saturdays only) at the CLASS Building until further notice
O. H. LAKE

No. 2

all of the borderless ads, including all single-column cards, etc., giving each a narrow border. This is an innovation I recently had introduced in my own paper with much personal satisfaction. The news service offered by the *Press* is exceptional, and, while the editorial work seems to be confined to this feature alone, that is of a creditable order. I might add in conclusion that this specimen is a six-column quarto, with Z. G. Houck, publisher, and Fred J. Smith, local editor.

◈ ◈

The Oakland, Nebraska, *Independent* and *Republican* is a six-column, all-home-print quarto weekly; but in spite of the fact of the home-printed eight pages, two columns of the initial page are given over to displayed ads, while all of the other pages are made up mechanically in a manner about as far in contradistinction to the advice of this department as is possible. I trust I need not enter into minute details, as certainly the *Independent and Republican* office is a regular recipient of this journal and I hope its inmates are regular readers of these columns, wherein my theories of what a first class makeup should be have been pretty thoroughly exploited during issues of the past three or four months. As to the advertisement composition, I have seen worse—yes, a great deal worse—for really the displayed work generally in this specimen suggests some genuine compositorial taste. This sheet's heading is extremely unsightly, with the two words, "Oakland *Independent*," in a plain Old English and separated by an unbridgeable space of white. The presswork will probably pass in this day of imperfect printing, but it positively never would have done in the good old days when pressmen were particular. The news service of the *Independent* is only fair, the inside pages being filled up principally with plate. Mixed among the short locals the paid readers are to be met with unexpectedly and without warning or introduction, which latter, it must be admitted, is certainly not required as pertaining to those set in long primer bold. When the *Independent* establishes a clean front page, gets a higher degree of art and system into its mechanical makeup, secures more local news and creates a live editorial department, with the business locals, personals, etc., all nicely and properly classified, this department will take great pleasure in reviewing it again. One or two novel features exist, however, in this paper of Editor Oric Morell's, which it would be gross discourtesy to pass unpraisingly. One of these is the publication of church notices in the native tongue of the parish, presumably Swedish. The other is this practical statement which appears at the *Independent's* masthead:

SUBSCRIPTION PRICE, ONE DOLLAR A YEAR.

All contracts are made with the express agreement that the subscriber continue in that relation until the publisher is requested to discontinue same unless such request is made at the time the paper is ordered. We do not object to extending a reasonable credit but all accounts should be settled at least once each year. Watch the date of expiration on the colored name tab, which shows the standing of your account.

◈ ◈

The following frank missive is from my interesting (and I hope interested) friend, Guy T. De Haven, foreman of the composing rooms of the Windsor, Illinois, *Gazette*:

Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—I am sending you a copy of this week's Windsor *Gazette* for your criticism. I wish you would take in everything—the "advers." make-up, etc. I notice a few trifling things that I would have changed had I noticed them before the forms were on the press. The bad break of the obituary column on the first page to the fourth page is one of them. I am also sending you copy furnished us for two of the ads. I believe I improved both of them. Awaiting your answer, I am, Yours truly,

GUY T. DE HAVEN.

I shall begin the consideration of this friends' contribution by first turning my attention to the advertisements which the contributor has reset from reprint copy. Exhibit 3 is the copy from which exhibit 4 was set. One would have to be extremely stupid, indeed, who could not instantly appreciate the improvement of No. 4 over No. 3. But in the case of No. 4, I

No. 3

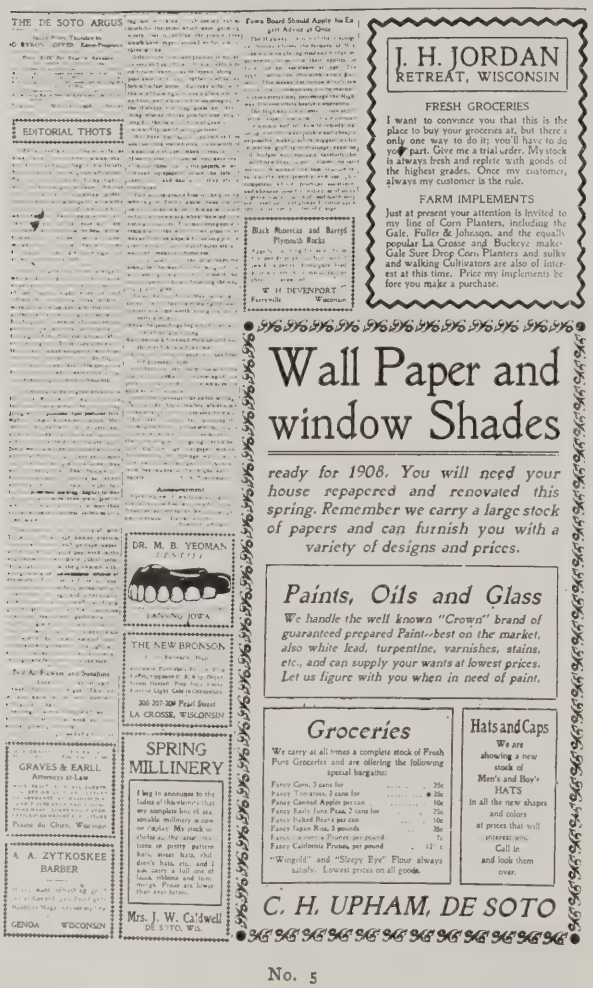
No. 4

should have liked it better if the first line "Joe Young & Co.," had been extended to the full length of the measure (which could easily have been accomplished by spelling out the word, "company", or using a different line of caps) and the underscores removed from the lines "Special Display of Easter Attire." A better

effect, I believe, would have resulted had this form been adopted:

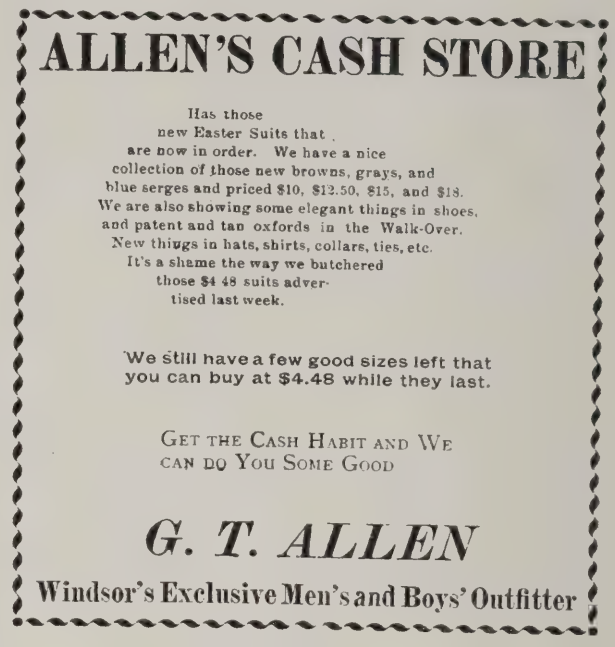
OF EASTER ATTIRE
SPECIAL DISPLAY

omitting, of course, the dash following the firm name at the top. The Windsor *Gazette* itself is a peculiar sheet—of regulation six column length, but of five-column width (not a very desirable size) all home print. The presence of a full column of D. C. ads on the first page is unexpected and undoubtedly wrong, while the makeup of none of the *Gazette's* other pages in point of the situation of the advertisements is in accordance with my constant recommendations, which is again here exemplified by the reproduction of a page from my own sheet (Exhibit 5)—a paper corresponding in the number of columns per page with the specimen under review. As to the *Gazette's* contents, it would take a chronic dyspeptic to offer


THE DE SOTO ARGUS
EDITORIAL THOTS
J. H. JORDAN
RETREAT, WISCONSIN
FRESH GROCERIES
I want to convince you that this is the place to buy your groceries at, but there's only one way to do it; you'll have to do your part. Give me a trial order. My stock is always fresh and replete with goods of the highest grades. Once my customer, always my customer is the rule.
FARM IMPLEMENTS
Just at present your attention is invited to my line of Corn Planters, including the Gale, Fuller & Johnson, and the equally popular La Crosse and Buckeye makes. Gale Sure Drop Corn Planters and pulley and walking Cultivators are also of interest at this time. Price my implements before you make a purchase.
W. H. DEVENPORT
Farmville Wisconsin
Wall Paper and window Shades
ready for 1908. You will need your house repapered and renovated this spring. Remember we carry a large stock of papers and can furnish you with a variety of designs and prices.
Paints, Oils and Glass
We handle the well known "Crown" brand of guaranteed prepared Paints—best on the market, also white lead, turpentine, varnishes, stains, etc., and can supply your wants at lowest prices. Let us figure with you when in need of paint.
Groceries
We carry at all times a complete stock of Fresh Pure Groceries and are offering the following special bargains:
Hats and Caps
We are showing a new stock of Men's and Boy's HATS in all the new shapes and colors at prices that will interest you. Call in and look them over.
C. H. UPHAM, DE SOTO
DR. M. B. YEOMAN
DENTIST
LANSING, IOWA
THE NEW BRONSON
LA CROSSE, WISCONSIN
GRAVES & EARLL
Attorneys at Law
SPRING MILLINERY
A. A. ZYTKOSKEE
BARBER
GENOA WISCONSIN
Mrs. J. W. Caldwell
DE SOTO, WIS.

No. 5

many strictures anent them—the news features being sprightly, fresh and interesting, while the editorial column indicates a high, clean, moral standard, backed by brains and strength of purpose. Press-work is above the average, as is also the ad composition. Nearly all of the ads are set simply, neatly and tastefully, with plenty of white thrown in to bring out the darker masses. Exhibit 6 is an odd specimen from this sheet. I think though that it serves only as an additional proof that conservative adherence to true and tried lines beats ugly oddities—if they really are ugly—every time. This same abortive mass of grey which constitutes this specimen's peculiarity, if reduced to a neat, square, conventional block, must be pronounced preferable by any eye, however lacking that eye may be in esthetic education. Just one other point can I afford to discuss at this time, before taking up another subject, and that is the head styles in this sheet, which consist generally of one word in eighteen point condensed Gothic as a leader, subbed


ALLEN'S CASH STORE
Has those new Easter Suits that are now in order. We have a nice collection of those new browns, grays, and blue serges and priced $10, $12.50, $15, and $18. We are also showing some elegant things in shoes, and patent and tan oxfords in the Walk-Over. New things in hats, shirts, collars, ties, etc. It's a shame the way we butchered those $4 48 suits advertised last week.
We still have a few good sizes left that you can buy at $4.48 while they last.
GET THE CASH HABIT AND WE CAN DO YOU SOME GOOD
G. T. ALLEN
Windsor's Exclusive Men's and Boys' Outfitter

No. 6

by a two-line pyramid of brevier Latin Antique Poster. The short leader is that to which I so emphatically object. The eighteen-point condensed Gothic is a larger letter than I should recommend for general use for heads in a small weekly like this, but if necessary to continue in its use, I should most urgently insist upon writing the heads so that the first line may be a full one.

◈ ◈

The contribution from Rex H. Lampman of the Neche, North Dakota, *Chronotype,* mentioned at the close of last month's installment, consists of a letter—a very kindly letter—a copy or two of the *Chronotype,* and an illustrated poem by this gifted young editor, entitled "A Shifted Fealty," which is clipped from the Minneapolis Sunday *Journal* of April 5. The poem has been given a very elaborate setting, three-column measure. It is written in a humorous strain and is well intended to provoke a sympathetic smile from those who write—and smoke.

◈ ◈

In its issue of April 9 the Dakota *Republican,* of Vermillion, South Dakota, quotes this department's comments anent its page, etc., offered in a former installment, and says in an explanatory way:

"The Easter No. of the NATIONAL PRINTER-JOURNALIST,—published at Chicago and admitted to be the leading publication in this country devoted to the interests of the printing art and editorial profession,—is moved to toss us this bonny spring bouquet. The critic is reminded, in passing, that we aim to make all our pages just as good as the "front page," thus giving advertisers and readers alike free and equal benefits."

Messrs. Wiley & Danforth, publishers of this big and glorious publication, aim too well to make all their pages as good as the first one—I say they "aim too

well" to do this, beacuse there is scarcely a local page in the *Republican* that is not by at least twenty-five per cent better than the first. In no other copy of this remarkable sheet has this fact been more indubitably demonstrated than in that of April 16, the front page of which holds less than a single column of "pure reading matter"—and this column of matter is not news. By the way, the *Republican* editor knows full well this critic's opinion as regards giving readers and advertisers free and equal privileges. The advertiser's interests, like those of the publisher, are dependent upon, and subordinate to, the reader's interests, as I have exhaustively, and, I believe, quite cogently and conclusively proved in past dissertations on the subject; and therefore, it becomes clear why it is to the interest of both the publisher and his advertisers to work in common to the end that the readers' interests be well served first of all. A paper with a front page that is interestingly clean and inviting, is destined to make a hit with the reader, every crack out of the box,—so much of a hit, in fact, that its inner pages are not going to pass unread very frequently, and if such a paper doesn't pay its advertisers, then judicious advertising is all a myth. I have long been a hearty admirer of the displayed work in the *Republican*—and one other of its strong features that has claimed an equal amount of my secret and public praise, is the editorial department, which is one of the ablest I have ever come across. I am somewhat puzzled, however, that so prosperous a sheet as the Dakota *Republican*—which in spite of its great size —seven-column quarto—is scarcely ever able to accommodate its week's gleanings with the space afforded by its four local pages—should yet adhere to the old-time ready-print. I look upon the ready-print as an excellent thing for the little paper—a legion of which the country affords—little papers with net proceeds in keeping with the dimension of their pages—but for papers of size and strength and power and an abundance of the coin of the realm, the ready-print is certainly a back number.

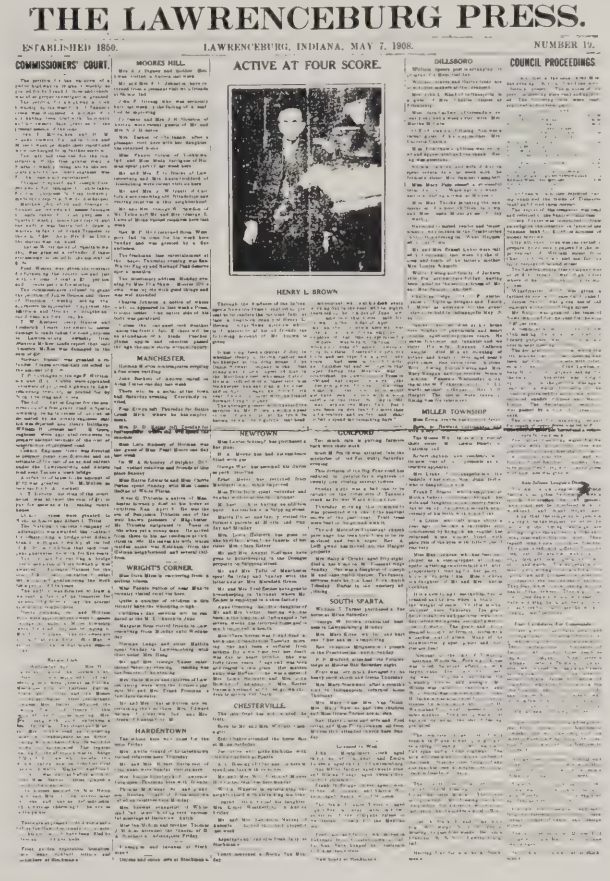
◈ ◈

A five-column quarto of something less than regulation length is the Dothan, Alabama, *Eagle*. This paper is probably the product of a hand or job press, although if the latter, the ink distribution has been bad and the impression defective. It is an all-home-printed sheet, but too little local news is given and too great an abundance of plate is in evidence. A fairly liberal advertising patronage is accorded the *Eagle* and some of the displayed work is pleasing in point of design. W. T. Hall is the editor and proprietor of this little representative of the sunny south, and, while his own department is apparently well attended to, he is giving too little attention to the gathering of the local news, than which there is nothing more important in the making of a newspaper.

◈ ◈

A package containing a number of copies of that decidedly pretty paper, the Lawrenceburg, Indiana, *Press,* came duly to hand this month. The *Press* is a six-column quarto, whose local pages for several reasons are a veritable delight. This department's ideals are pretty cleverly embodied in nearly every feature of this excellent sheet. A clean front page, the neatest of typographical styles, watchful system in mechanical makeup, a far-reaching and thorough news service, high-class editorial work, good ad composition and a first rate impression, combine in making the *Press* a paper in a hundred. A regular feature of this fine publication seems to be the printing of a half-tone as a "center-lead" on the front page, with appropriate subject matter, and in the issue of May 7 there appears the likeness of Henry L. Brown, now a resident of Indianapolis, as an accountant with one of the leading drug houses of that city, which position he has held continuously for the past thirty-four years. The relevant and interesting fact in this man's career is told in his own words as follows, which were given originally in an interview by a representative of the Indianapolis *News*:

"I was born in Cincinnati, but when six months old came to Lawrenceburg, this state. I learned the printer's trade and set type for a good many years. I had cases on the old Cincinnati *Commercial,* and set


THE LAWRENCEBURG PRESS.

ESTABLISHED 1850. LAWRENCEBURG, INDIANA, MAY 7, 1908. NUMBER 19.

COMMISSIONERS' COURT. MOORES HILL. ACTIVE AT FOUR SCORE. DILLSBORO COUNCIL PROCEEDINGS

HENRY L. BROWN

MANCHESTER. NEWTOWN. GUILFORD. MILLER TOWNSHIP

WRIGHT'S CORNER. SOUTH SPARTA.

CHESTERVILLE. HARDENTOWN

No. 7

type on that paper during the Mexican war. I established the Lawrenceburg *Press* in 1850 and that paper is yet alive."

The reproduction, (Exhibit7) is the first page of the Lawrenceburg *Press,* with the picture of its venerable founder, with four score years to his credit, "top of column" where it should be.

◈ ◈

From Black River Falls, and my own native state, comes the *Badger Banner*, and I can tell you right here she's a sure-enough credit to old Wisconsin. First of all praise-eliciting features, I might mention the exceptionally fine presswork. This is so excellent that the most eloquent commendation could not appear hyperbolic—and crowding on this come a hundred other pleasing features none the less worthy of admiring compliments. Among these are the extensive newsservice, the neatest of typographical styles, attractive advertisement composition and the abundant and finely chosen contents. The *Banner* is an eight-

column quarto. Its vast front page is without a line of displayed advertising—or advertising of any nature—and every news item has been composed with a fine literary skill and mechanical discretion. Fully fifteen

Green Goods
Good to Eat!
Now among the regular arrivals at our store.
FRESH GROCERIES RECEIVED DAILY.
CASH PAID FOR BUTTER AND EGGS.
Mower & Bush

No. 8

neighboring towns and communities are represented in the *Banner's* correspondence pages, while the local news field proper has been covered in a most conscientious and thorough manner. Exhibit 8 is one of this paper's distinctive ads.

◈ ◈

The El Dorado, *News*, of El Dorado Springs, Missouri, is also a five-column, all-home-print paper, varying in the number of its pages according to needs, which in many respects nearly approaches the mark of perfection. The finest feature upon which its makers are to be congratulated is the clean and neatly made up front page and there are many others, among the least of which must not be included the neatly set ads, excellent local news service, brilliant editorial items, and first class impression. Readers of the *News* are given an abundance of local and personal mention—that stuff which a gifted newspaper friend of mine recently cited as an "abomination to his soul"—an abundance of which, however, is the salvation of a country weekly—and correspondence letters galore, which to the average editorial genius is another "abomination", but which again, nevertheless, constitute a feature that claims a greater degree of popularity with average subscribers than any other one of a modern weekly's regular departments.

◈ ◈

But, if you want to read from a really cultured, keenly witty and remarkably versatile editorial writer, allow me to introduce you to Messrs. Sage & Little, of the Alma, Kansas, *Enterprise*, (that prosperous seven-column quarto weekly which I have taken occasion to compliment in past installments, especially as regards the exuberance of the correspondence letters) of which gentlemen one, I take it, is the guilty party—or maybe both of them have a finger in the editorial work. While the *Enterprise* publishers put out a fine paper, with a clear impression and newsy contents, unfortunately the mechanical makeup is considerably below the other commendably high standards, ads being run on the introductory page, and other pages arranged not exactly according to Hoyle. I should also recommend the removal of the brass dashes from between the local news items.

Mr. O. Byron Copper, De Soto, Wisconsin.

DEAR SIR:—We are sending you under separate cover a copy of the current issue of the Ellsworth *News* and ask that you review this issue in an early number of the NATIONAL PRINTER-JOURNALIST. A few facts we wish to impress on your mind: Ellsworth is a town of about 800 population and the present publishers have been in charge since August 1st, 1905. The change to an all home print was made about a year after we took possession. The paper is printed on a Monona power press of earliest model and the entire work of the getting out the paper and looking after the job and advertising patronage falls upon yours truly and a young fellow who has had something over a year's experience in the business. The writer is perhaps the youngest newspaper owner and editor in southern Minnesota—being 25 years old. Now, having the main facts of the case and almost the entire family history, you may come forward with your criticisms and we will try and profit by them. Have been reading your excellent department for several months, but have not yet had opportunity to put into practice all the suggestions made by you to brother publishers. Very truly yours,

The brother who refers to himself in the above letter as "Yours Truly," evidently mailed his missive without signing it, so I am in the dark as to which one of the Lovriens it is that thus favors me—E. E. Lovrien and A. C. Lovrien being the publishers of this specimen, emanating from Ellsworth, Minnesota, a town of only 800 souls. And I want to perface my criticism with the unreserved declaration that the *News* is an unusually fine newspaper, regulation six-column-quarto-all-home-print—especially for the representative of so small a city. The author of the above letter has very considerately and very modestly confessed that "we have not yet had opportunity to put all of the suggestions of this department into practice"—not all of them, mind, you, but many of them, much to their credit. A prettier print will not frequently be met with than that in evidence in the Ellsworth *News*, which so admirably enhances the chaste beauty of the title page, that stands undefiled by the presence of display. One little change, requiring probably not more than thirty minutes' time, suggests itself for the improvement in the looks of the initial page of the *News*, namely, the reduction of the space between the words of the title, and, if desired, the insertion of neat boxes at the sides of the head, containing some such caption as—

WE PUBLISH
ALL THE NEWS WHILE
IT IS NEWS

which, I notice, is an office slogan. This specimen is set in ten-point, the face that is most generally in favor with the reading public for the body of a paper, and the news features are all thorough in compass, and cleanly and ably handled. The editorial department, too, is highly creditable. In only one respect is there a great deal of room for improvement in the Ellsworth *News*, namely, in the mechanical makeup, which, however, even at present is not bad; and it is only a question of time when I shall expect to see this department's ideal makeup theories actualized in detail in the pages of this excellent sheet. Although the advertisement composition in this contribution could not excite unusual praise or admiration on the part of a lover of the beautiful in typography, yet there is surely nothing radically the matter with it, the styles in the main being along subdued lines and therefore satisfactory in purpose.

◈ ◈

I have before me another copy of the Letts, Iowa, *Record*, which shows the steady improvement that I've been looking for all the time. Even Brother Flatt's editorial effusions are better in grammar and rhetoric

—and as good as of old in thought. A better mechanical appearance is also apparent, the good impression being especially pleasing and commendable. One little mechanical defect which must be guarded against in the future, however, is the insertion of several of the editorial dashes upside down. The make-up, aside from the delightfully clean front page, is scarcely in accord with my constantly repeated advice, but I shall live in hope of seeing this soon righted. The Letts business people continue to support the *Record* with considerable liberality, and I trust its prosperity shall never decrease.

◈ ◈

CANFIELD, OHIO, April 25, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—As I wrote you at the time, I very much appreciated your very kind mention of the *"Dispatch"* in the "NATIONAL PRINTER-JOURNALIST" some months since. To show you that the *"Dispatch"* still "keeps the pace" I am sending you a copy of this week's paper in to-day's mail.

With kindest regards, I am

Yours very truly,

C. C. FOWLER,
Publisher *"Dispatch."*

The foregoing note would indicate that I had formerly reviewed this high class paper of Editor Fow-

Cooking Exhibit
LAUREL STOVES RANGES
OPENING DAY APRIL 27
Don't Fail to Come
TRY BEFORE YOU BUY
CLOSING DAY MAY 2
Remember This Date
We are going to show just what can be done with the splendid
20th CENTURY STEEL LAUREL RANGE
Satisfied Users of Laurel Ranges
We will show you what a Fuel Saver this Range is, how biscuits can be baked, using only a paper smoke pipe and how strongly it is made. This will be the most practical Cooking Exhibit ever made.
REMEMBER
Laurel Heavy, Triple-coated First-Grade Enamel Ware
HOT BISCUITS AND COFFEE SERVED FREE EACH DAY
THE MANCHESTER COMPANY
CANFIELD, OHIO

No. 9

ler's—the paper itself being distinctly remembered. Just what I said at that time, while now forgotten, can easily be imagined as I re-inspect the specimen copy of the same sheet which lies open before me, and

Every Body Needs a Bed!!
No Bedroom to be without one. Cahn the originator of Exclusive Iron Bed Sales will this time surpass all previous records of bargain-giving values in Iron Beds and Bedroom Necessities. Over 300 Iron Beds, not two alike, at a saving from 20% to 35%. Cuts Below are only a few of the newest 1908 styles from America's leading Iron Bed Factories. Our department contains every size and style of new and up-to-date designs in all colors, white, green, blue, pink, black, semi-coloring in bronze, gold and silver, etc. Grant us the pleasure of your visit at your earliest convenience whether you are ready to purchase or not. Cahn's-pay-as-you-please plan is at your service. It means E-Z terms to suit.
Again We Say--You'll Do Better at Cahn's.
To Sleep in a Cahn Bed Means Joyland and Dreamland in Slumberland
$8.48
$3.50 Springs . . . $1.98
$4.00 Springs . . . $2.75
$4.50 Springs . . . $3.50
$5.00 Springs . . . $3.98
$6.50 Never Rust Springs $4.25
Know Us by the Big White Front
L. H. CAHN & CO.
238 to 242 West Federal St.
Brass Beds at ⅓ Off
$28.00 Brass Beds . $18.50
$35.00 Brass Beds . $23.50
$40.00 Brass Beds . $29.50
$50.00 Brass Beds . $33.50
$75.00 Brass Beds . $49.50

No. 10

which, I should say, indeed, well demonstrates that the *"Dispatch* is keeping the pace." Since I have formerly criticised this paper in detail, I shall therefore at this time confine myself to the showing of a few ad-specimens from its pages, all of which I deem extremely deserving of the honor. (Exhibit 9, 10, 11). These were all specimens of great dimensions, and are sufficiently free from flaws to warrant the conclu-

Currier's Store
A decided Spring atmosphere premeates every department. Spring newness abounds in all our various stocks—Carpets, Rugs, Curtains, Wall Papers, Chinaware and Housefurnishings as well as the various sections of our Dry Goods store. Our prices—they will please you for not only do they equal the prices everywhere, but in many cases provide worth while savings. Judge by today's items and prices.
Currier's Department Store
115-119 West Federal Street

No. 11

sion that their creator is a workman of finished skill and education in his chosen craft.

◈ ◈

LAHARPE, ILLINOIS, Apr. 27, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you, under separate cover, samples of my work here in the *LaHarper"* office. Some of them

No. 12

are a year or two old. I would like your criticism of them in the N. P.-J., if you deem them worthy of mention.

Yours resp.

E. C. WARREN.

Several of these specimens—yea, all of them—are, I see, from the jobbing department of the *LaHarper* office, and therefore it would really amount to an encroachment upon Brother Hanson's department on my part if I should undertake a review thereof, hence I shall pass all of the samples by with nothing more than appreciation for the privilege of having thus been favored, save one, which, while in the form of a poster, is evidently one of those specimens of a double mission, having been used first as an ad in the paper, which alone establishes its relevancy, herein, beyond a doubt. That it is a well displayed and well balanced specimen is conspicuous (Exhibit 12). If others can find very material defects in it, they will have accomplished more than I did during my brief but careful survey. Brother Warren is truly a compositor of some ability, and I sincerely trust this department may have more of his work for discussion in the future.

◈ ◈

BASSETT, NEB., May 7, 1908.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I am sending you a copy of the Rock County *Leader*, for examination and criticism.

It is published in a town of 300—out among the sand hills.

Now I must admit to you frankly that I know very little about make-up or cylinder presswork. What little I know I have picked up myself. But early in my career I got wise to the fact that a paper looked neater and better with no ads on 1st page and was more convenient for busy readers; that many busy merchants did not read the home paper because they had to hunt all over the paper for the news.

With only 2½ years at the trade mostly in city shops.

Now as to the *"Leader"*—there being only two pages it is almost impossible to keep all the ads off 1st page or if you do, one page will be ads and one news, which would not be fair to the advertiser. So I keep the top half of the 1st page clear of ads. The gothic in the headings is too black, but was the only available letter for the purpose. I would choose a lighter and more condensed gothic and use same face throughout. The ads in this issue are not all mine. The two for State Bank of Bassett, C. A. Ripley, L. D. Clark and F. M. Ferguson were set by me.

In the "Purely Personal" column, I aim to put all local items that begin with a name (pay locals, too.) Some people got so that when they see a pay local, they skip it, but this way they can't dodge them, because they are just like the other items.

Sometime I will send in a batch of job specimens to the N. P.-J., but have not many now, as I have never taken care of them or pains to save them.

Have worked from Chicago to Denver and Cheyenne, working at Chicago, Des Moines, Waterloo, Omaha, Lincoln, North Platte, Denver and Greeley.

By the way we have been having an awful time with our Prouty, and so if the presswork is not up to scratch don't blame me. Neither myself or the proprietor know anything about running it. The present condition of affairs, (better than it has ever been) is the result of fool luck and nothing else.

Thanking you for what ever notice you may give us in the N. P.-J., and with best wishes for your success, I am,

Fraternaly yours,

WARREN G. DANIEL.

Verily, I hope the foregoing letter may afford those who do not "skip" it as much interest as it has afforded me. Since Brother Daniel has given his sheet, The Rock County *Leader*, of Bassett, Nebraska, about as thorough a criticism as I usually bestow upon a specimen, my best and proper course would seem to lie in closely following the various subjects in the same order as appearing in the foregoing letter. Prefatorily, I must confess that, as a representative of a town of only 300 souls, the *Leader* is not to be sneezed at; and as to the presswork, I know of several papers, whose pressmen are not nearly so modest nor disparaging in their opinion of their own individual mechanical ability, and whose impression and print were not nearly so pleasing as that of Brother Warren's specimen. This contributor's understanding of the desirability and advantage of a clean front page, is clear and complete, and I am sorry indeed that limited space in the patent-inside folio prevents the perfect exploitation of his knowledge in this respect. I agree with my correspondent in his opinion of the head letter now in use on the *Leader*, except that in choosing a head letter—to be ideal—there is many a face for which I have a decided preference over Condensed Gothics. For instance, I know of nothing prettier than the various sizes of the Jensen Old Style Condensed—an extremely serviceable letter, bold, but not too bold, perfectly symmetrical and optically attractive and pleasing to contemplate. The ads to which this brother confesses fatherhood, are all fashioned in sane and simple, yet sufficiently forceful, styles, and from a liberal point of view they are creditable. And the brother's idea about keeping all of the personal mentionings in the column headed "Purely Personal," is alright and proper, so far as pertains to the news items, but I have found by years of study and experiment along this line that there is but one really all-round successful and satisfactory method of treating "paid readers", and that is placing them all in a place by themselves—

If You Like to Wear Clothes
that are just a little different from the rest, you want to look at and try on some of the latest models of new Spring Suits. The new little ideas in pockets, the cut of the coat, the cuffs on the sleeves; the trousers; a lot of smart new ideas in these suits will certainly please you. The new fabrics are exceptionally beautiful and we can show you the pick of them.
This is the "Psi U" four button dip front coat, with long lapel, pants cut full peg top; wide open welt seams, four inch turn up at the bottom.
The Oxford "Chi-Ro" and "D. K. E.," are more extreme models than the "Psi-U" and will sure meet with your approval.
All these models can be had in the new tan, brown and grey effects, also blacks and blues, at
$12.50 to $25.00
If you have a top coat or cravenette idea in your head for this Spring, you need to see the new ones at this store. They are made right, fit right and the prices are right.
Top Coats $8.50 to $16.50—Cravenettes $10 to $22.50
The Hat Season is Here—and we are right at the starting line with a complete assortment of the seasons' most desirable shapes in Derbys, Fedora's, Tourists and Telescopes, shown in Browns, Blacks, Tans, Pearls, etc., at
$1.00 to $3.00
Have you seen the new wood fibre silk tie we are showing—plain colors and panel effects at
50c.
DODGE & DAVIS
DEPARTMENT STORE.
A new assortment of wash flannel waist coats arrived this week—they are bound to please
$1. to $4.

No. 13

classifying them under an attractive and exclusive heading, which must of necessity be run as a regular feature in order to capture confidence, prestige and patronage among one's constituency. I have personally, and profitably, put this theory to test in practical application. The reader soon learns that he can depend, in perusing a paper that thus sorts out its business locals, to absorb the news items uninsulted by having commercial matters thrust upon him against his will in the guise of news, which is no less immoral than any other form of deception; the reader learns further just where to look for the bargains of the week, when he's in the proper frame of mind for such things, or just where to give publicity to his own commercial wants, and the merchants and business men.

Review of Job Printing

By E. S. HANSON, CHICAGO

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

OUR MONTLY PRIZE CONTEST

The NATIONAL PRINTER-JOURNALIST gives each month three prizes for the best three collections of specimens of printing submitted to this department. The prizes are as follows:

Nickel-plated composing stick, 6-inch, latest make.
Set of 12 composing rules, in leather case.
Pair of best tweezers.

Specimens submitted for these prizes must have that fact so stated and must be the work of the man submitting them—not simply a collection of specimens by different compositors in an office.

Every printer is cordially invited to compete for these prizes.

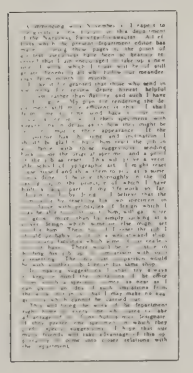
HEREWITH is shown a reproduction of a letter which some of you will be receiving from time to time, together with jobs which have been sent in, marked for suggested changes. This was announced in this department some time ago, but various causes have hindered putting it into execution until the present time. I hope now, however, with the aid of those who contribute to these pages, to carry it continuously for some time to come. It will mean considerable additional work on the part of this editor, but I hope it will also mean a few steps more toward perfection on the part of all of us. And if I am willing to devote some time to the preparation of designs for you to work from, will it not be worth while to work them out? Perhaps you will find that I am entirely mistaken in my ideas; perhaps my remaking of a job may suggest to you something new on your own part. I sincerely hope that I may be of service to you in this new venture. At least, the interchange of ideas will do no harm.

NATIONAL PRINTER-JOURNALIST
CHICAGO, ILLINOIS

Job Review Department
E. S. HANSON 925 Linden Avenue WILMETTE, ILL.

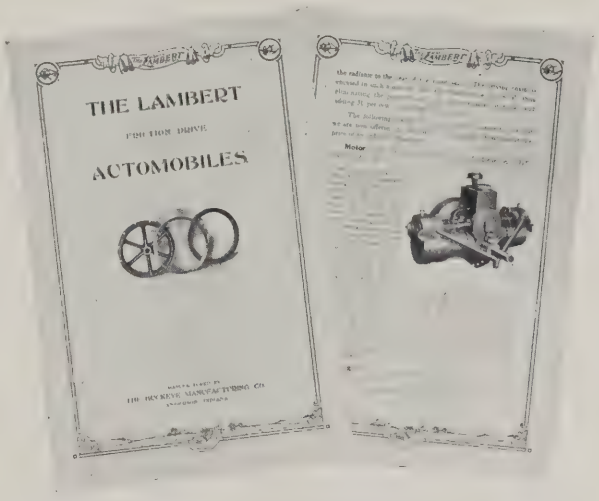
Dear Sir:

The paragraphs below, quoted from my department, will explain why the enclosed job is returned to you. I should be pleased to have you reset it, if possible, along the lines suggested, and send me a press proof of the new job, returning this copy of the old job with it. We cannot always tell exactly how a piece of printing will look when reset, but I hope my suggestions will be of some assistance to you



Very cordially yours,
E. S. HANSON.

B. F. Harb, Anderson, Ind.,—I am much pleased with the body pages of your automobile catalogue. The headings, which are effective without being loud; the side heads of the same series; the appreciative manner in which the cuts are worked in; the running of detailed descriptions in a smaller size of type; the genuinely workmanship, presswork—all combine to make a job of real merit. The only point I can criticise in the least is the title page, which might be

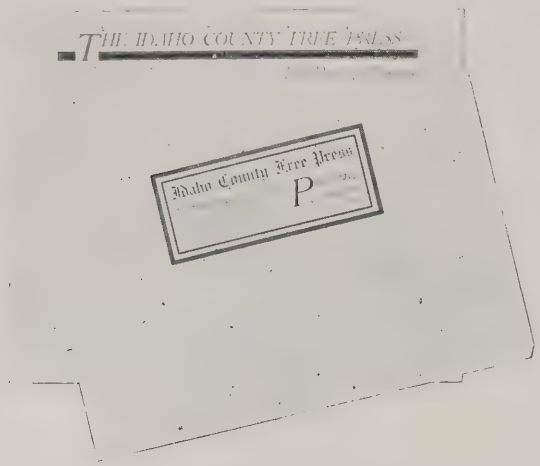


strengthened materially by the use of a somewhat plainer and slightly heavier face. If the customer would provide you with a smaller half tone for this page I think the typographic effect would be better, though details which he may want to show might be lost in that way. A detail illustration is usually out of place on a title page, however, though this might be considered an exception, inasmuch as the cut illustrates the friction drive which seems to be the distinctive feature of this machine, giving it its name. For this reason, also, the cut may not be too large, though the lines of type above it should unquestionably be brought out stronger, to give the job more of the conventional title-page effect. The cut would then more nearly fall into its proper place as a center ornament. This need not mean that it would be any less effective in illustrating the mechanical design; in fact, with the words "Friction Drive" brought out more prominently, the reader would be more apt to examine the illustration to get an idea of this particular feature.

* * *

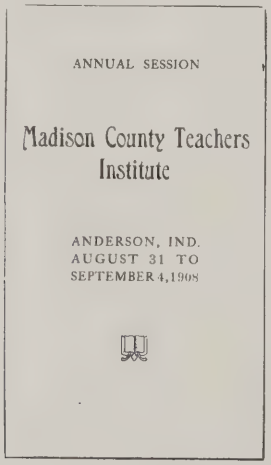
The Idaho County *Free-Press*, Granville, Idaho, claims to have a reputation of twenty years of good printing. And from the samples before me I can well believe the statement. Two letter-heads, each in four

colors, are the principal specimens in the lot—which by the way, is not as generous as I wish it were—and I know a reproduction will tend to make them look dull and commonplace, whereas they are anything but that. The large Studebaker folder is also a most creditable piece of work. In the twelve panels of which this job is composed, I find but one corner where the rule does not join to an exact nicety. Many a printer considers



that anything is good enough for this class of work. But don't believe it. Any job that is worthy of a rule border of any kind, is worthy of having that rule made to look like a line carefully drawn around the matter, as you have done, and not like a few pieces of metal thrown in at random. Be sure to keep me on your mailing list.

The main line on your Teacher's Institute folder cover scarcely harmonizes with the "square effect" of


ANNUAL SESSION

Madison County Teachers Institute

ANDERSON, IND.
AUGUST 31 TO
SEPTEMBER 4, 1908

the rest of the pages. Try Caslon italic if you have it.

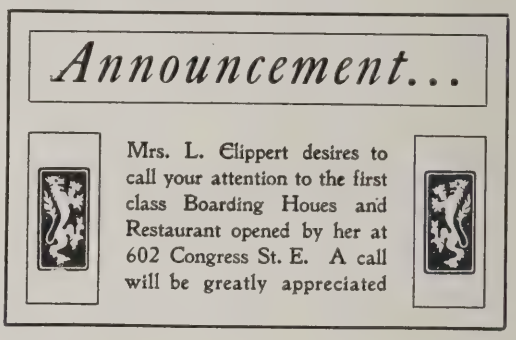
The cover for your proceedings of the meeting of the National Clay Machinery Association is a much better piece of work than the title page for the same booklet. The former follows a well ordered plan and is neat and consistent, while the latter follows neither the conventional title-page design, nor any other well defined plan of typography.

* * *

L. E. Haselhuhn, manager of the Times Printing Company, Detroit, Mich., sends a varied lot of work turned out by that company. The company's business card is one of the best of the bunch, but unfortunately I cannot show it. Its on heavy rough cover stock of a green tint, and printed in two shades of green. A prominent position is given to a panel with the words "Printing of Quality," printed in the dark green over a background of the lighter shade.

On your letter head, someone has stumbled on that common obstacle of Old English text, substituting an "I" for a "J" in John Street. Notice the difference in comparison with the word "Job" just above it.

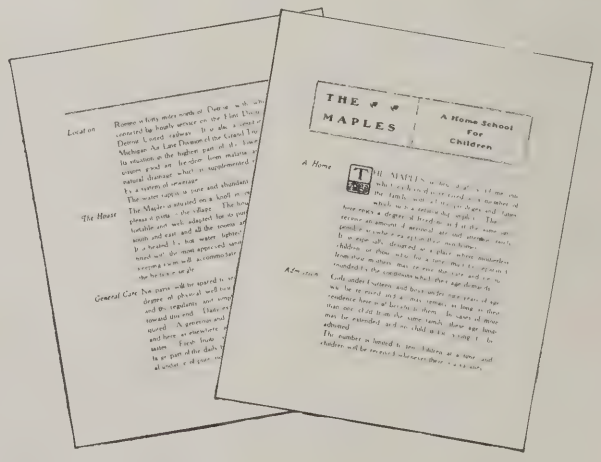
In the announcement card which I am showing, some other ornaments should have been used in the side panels. Ornaments such as yours should be used only when of the proper size and shape to fill the space; then


Announcement...

Mrs. L. Clippert desires to call your attention to the first class Boarding Houes and Restaurant opened by her at 602 Congress St. E. A call will be greatly appreciated

they would require no rule around them. In the absence of any such, an irregular elongated ornament of conventional design would be most appropriate. This job is well printed, and shows careful attention to rule corners, but is marred by a very noticeable typographic error.

Your booklet for The Maples, an otherwise excellent piece of work, has its beauty seriously marred by having the side heads treated as a part of the type page, whereas they should be treated as belonging to the margin. This has led you to run the half title on the first page, as well as the rules at the tops of the other pages, clear across the page, though they should square up only with the body of the matter, not extending out over the side heads. Try the experiment of pasting a piece of white paper over the projecting end of the rule on one of the pages, and see what a difference it makes.



Treating the side head as a part of the margin, you will then be led to throw the body matter closer to the center of the page.

Charles Larsen, Palermo, N. Dak.—I think you have improved your letter head very much in the resetting. The only thing I now notice is something of a lack of balance between the lines "The Palermo Standard" and "Palermo Publishing Company." Perhaps these were set in accordance with suggestions from me; but if so, it only goes to show that we cannot always tell beforehand just how a thing will look. The upper line might be letter-spaced a trifle, with the first word in the same font as the rest of the line; or the lower line might be in a smaller size, or abbreviate to "Palermo Publishing Co." Any of these would tend to restore a proper balance. It was scarcely necessary to letter-space the date line, but if done at all it should be done to present a uniform appearance. I suspect that you put in a space of the same size between each two letters, irrespective of the form of the letters or the shoulder on them. The E, R and M thus appear close together, while P and A are separated almost far enough for a word division.

* * *

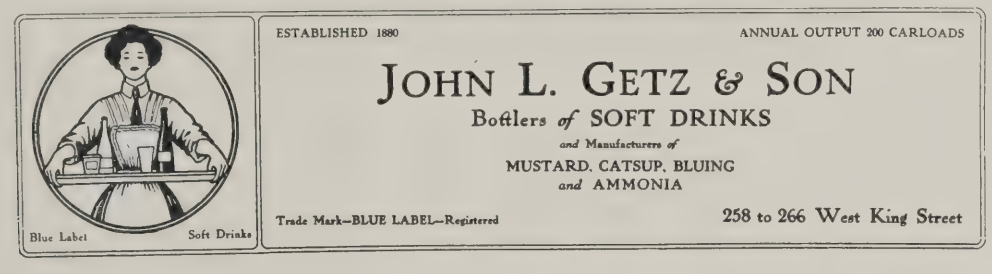
William H. Trimmer, York, Pa.—The old motto at the top of your bill-head is not out of date by any means. Nor does it seem to be out of place on your stationery. For that which you do you seem to be trying to do well. I have taken much interest in looking over your programs. There is nothing remarkable about any of them, yet they are for the most part better than many a shop I have seen can turn out.

I almost passed over the Battle of Gettysburg cover without noticing the caricature ornament in the center. And its only merit is that it is unobtrusive by reason of the neatness of the rest of the design. Such an ornament jars upon the dignity, in fact the almost sacred character, of the subject, and is entirely out of place.

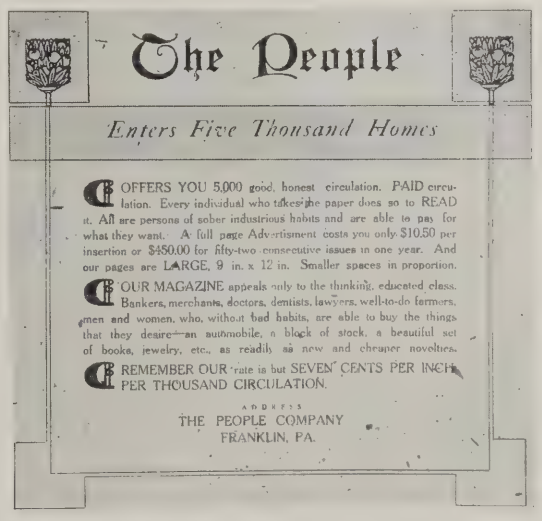
* * *

Harry W. Osgood, Franklin, Pa.—It's that pesky Old English again! But really how could you mistake an upper case u for a b in the name of your company, sent out to your correspondents on your very own letter-head? And a head which is otherwise so faultless, too! For it is by all odds the best of the lot, and that is saying a great deal for it, for there are no poor ones. It is a much better letter-head than the other one on which the same panels and ornaments are employed. The line in the narrow panel in italic in the one, is much more "fit" than the one in Old English in the other.

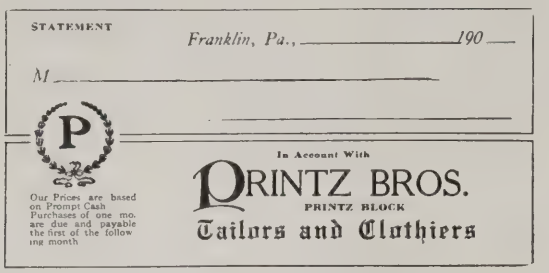
I am more delighted than I can tell you with the little golder advertising the magazine published by your company. In typographical in color design, and in execution, it is certainly deserving of great praise. It is on white antique stock, body printed in black, initials of top line, and paragraph marks, in red, upper panels with an azure background and the rule around them in gold.



From William H. Trimmer, York, Pa.


The People
Enters Five Thousand Homes
OFFERS YOU 5,000 good, honest circulation. PAID circulation. Every individual who takes the paper does so to READ it. All are persons of sober industrious habits and are able to pay for what they want. A full page Advertisment costs you only $10.50 per insertion or $450.00 for fifty-two consecutive issues in one year. And our pages are LARGE, 9 in. x 12 in. Smaller spaces in proportion.
OUR MAGAZINE appeals only to the thinking, educated class. Bankers, merchants, doctors, dentists, lawyers, well-to-do farmers, men and women, who, without bad habits, are able to buy the things that they desire—an automobile, a block of stock, a beautiful set of books, jewelry, etc., as readily as new and cheaper novelties.
REMEMBER OUR rate is but SEVEN CENTS PER INCH PER THOUSAND CIRCULATION.
ADDRESS
THE PEOPLE COMPANY
FRANKLIN, PA.

The statement for Printz Bros. is good and I like it. But it occurs to me that I should prefer the name of


STATEMENT

Franklin, Pa., _____ 190__

M _____

In Account With

PRINTZ BROS.

PRINTZ BLOCK

Tailors and Clothiers

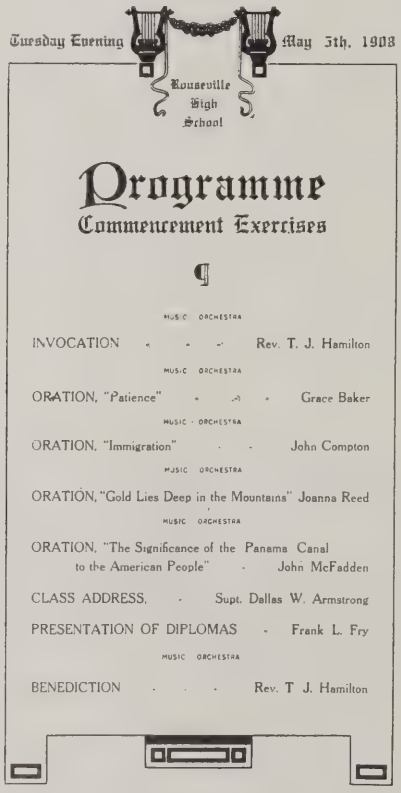
Our Prices are based on Prompt Cash Purchases of one mo. are due and payable the first of the follow ing month

From Harry W. Osgood, Franklin, Pa.

the firm in text and the line, "Tailors and Clothiers" in Cheltenham. Have you tried it that way?

* * *

I am not sure that I like, on your otherwise admirable commencement program, the lyres sitting stiffly on the square ornaments at the top, though a good cause for my dislike is more than I can give. A musical instrument of this kind certainly would require some place to stand; and now that I think of it, the custo-


Tuesday Evening May 5th, 1908

Rouseville High School

Programme

Commencement Exercises

¶

MUSIC ORCHESTRA

INVOCATION - - - Rev. T. J. Hamilton

MUSIC ORCHESTRA

ORATION, "Patience" - - Grace Baker

MUSIC ORCHESTRA

ORATION, "Immigration" - - John Compton

MUSIC ORCHESTRA

ORATION, "Gold Lies Deep in the Mountains" Joanna Reed

MUSIC ORCHESTRA

ORATION, "The Significance of the Panama Canal to the American People" - John McFadden

CLASS ADDRESS. - Supt. Dallas W. Armstrong

PRESENTATION OF DIPLOMAS - Frank L. Fry

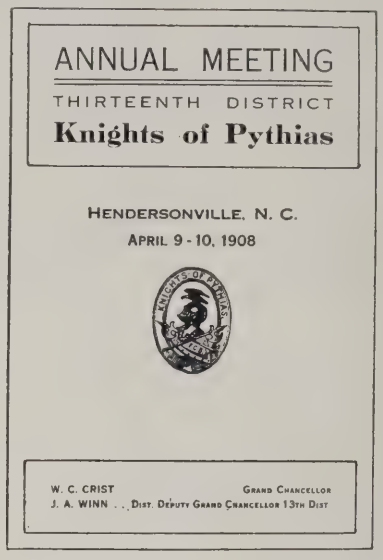
MUSIC ORCHESTRA

BENEDICTION - - - Rev. T J. Hamilton

mary method of having them resting apparently on empty air scarcely seems logical. But we cannot dispute the fact that it really is customary. And that, after all, makes lots of difference in things. I ought to explain that the lyres are in orange, while the rest of the job is in black.

* * *

Just as I was closing up this department for the month, there comes a letter from H. C. Hull with the old familiar postmark of Asheville, N. C. And sure enough, he is back at the old stand, contributing the skill of his hand and the spice of his personality to the Hackney & Moale Company, who are glad to get him back by paying the old wages—and then some. Tennessee people weren't progressive enough for H. C., who is certainly nothing if not progressive. This job


ANNUAL MEETING

THIRTEENTH DISTRICT

Knights of Pythias

HENDERSONVILLE, N. C.

APRIL 9 - 10, 1908

W. C. CRIST GRAND CHANCELLOR

J. A. WINN . . DIST. DEPUTY GRAND CHANCELLOR 13TH DIST

I am showing would at once be decided out of the question, were you to describe it to a critic without him actually seeing it. But I am really inclined to like it. Possibly it might have been well to set the name of the town and the date in the same series as the upper two lines. Sorry you have been laid up with pneumonia, Friend Hull.

* * *

"DO NOT WANT TO MISS THE GOOD THINGS."

VERMILLION, S. D., May 4, 1908.

B. B. Herbert, Esq., Editor National Printer-Journalist, Chicago, Ill.

DEAR BROTHER HERBERT:—Lest the worst should come to the worst and our name be removed from your list, we hasten to send you herewith the necessary $2.00 to keep the NATIONAL PRINTER-JOURNALIST coming this way. We do not want to miss the good things it contains, even if we do get scored once in a while for the make-up of our first page. We appreciate the good work which your magazine is doing, and we expect to spend about three days reading your report of the Red Wing meeting.

Sincerely yours, WILLEY & DANFORTH.

* * *

"THE MORE THE BETTER."

WINCHESTER, KY., April 30, 1908.

I expect to attend the Association's meeting and approve what you suggest. The more people we can get to take part in the work, the better. Of course, it will be necessary to shut off the long winded ones.

Very truly, R. R. PERRY.

◈ ◈ ◈

THE EDITOR'S HEAVEN.

The editor sat in his office, whence all but he had fled, and wished every deadbeat—stone dead. His mind then wandered far away to the time when he should die and his royal editorial soul go scooting to the sky, when he would roam o'er the fields of paradise and sail o'er jasper seas, and all things glorious would combine his every sense to please.

He thought how then he'd look across the great gulf dark and drear, that'll yawn between his happy soul and those who swindled here, and when for water they would call and in agony they'd caper he'd shout to them, "Just quench your thirst with the due that's on your paper.—*Aroostook Republican.*

COMPOSING ROOM

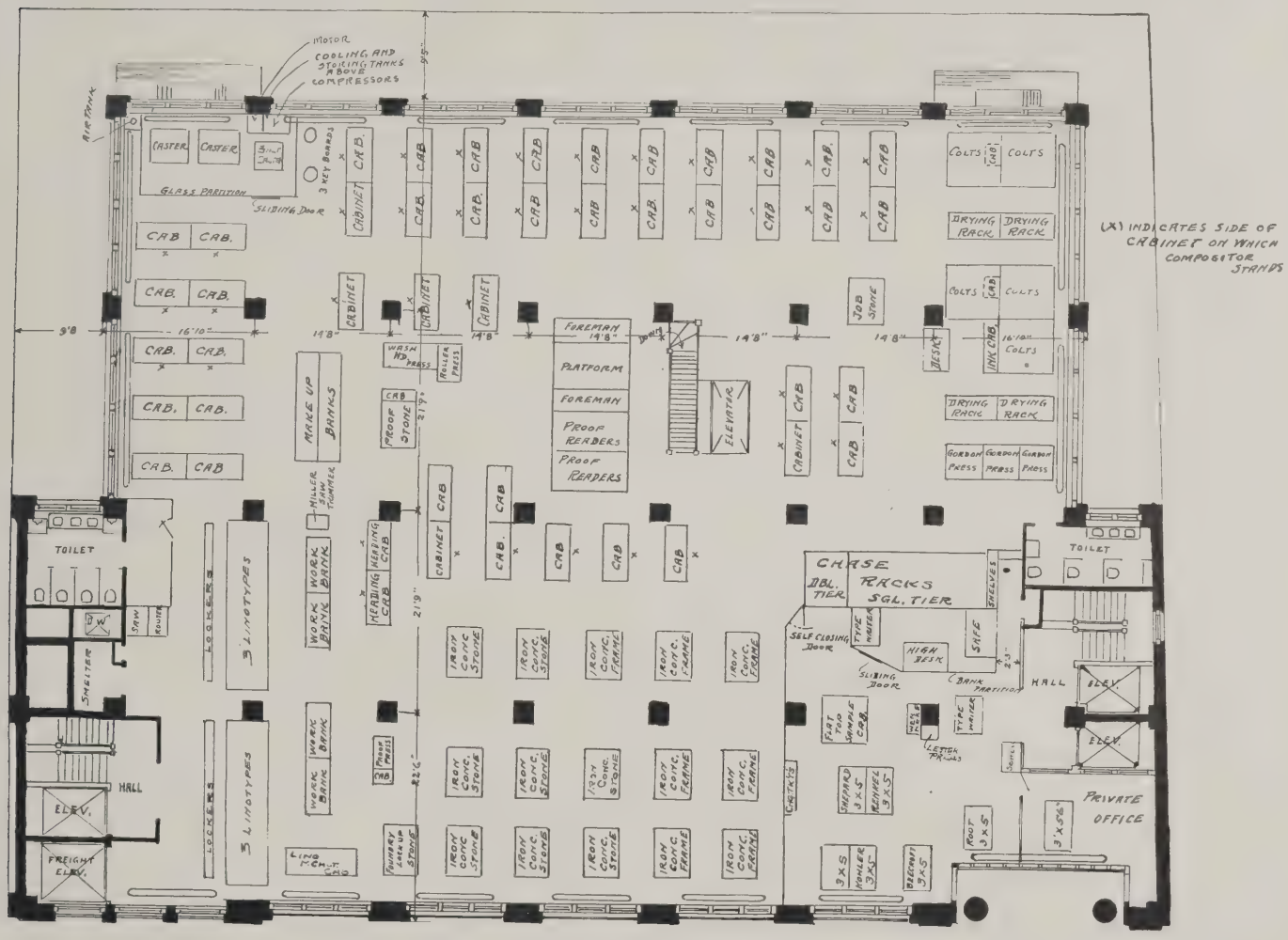
FROM the looks of most printing offices it would seem that printers generally use no particular scheme in laying out their plants. A casual glance at the usual run of printing offices would convince an observer that machinery, cabinets, etc., were placed wherever they seemed to fit best without regard to the natural sequence of the work as it goes through the shop, or the question of day light, and its proportionate need in the various departments. The writer has seen many printing offices which were crowded to such an extent that it would seem as the one solution of the problem that the plant be moved to larger quarters, while a more careful study of the problem would prove beyond a doubt that what is needed is a more systematic arrangement of the entire plant, but principally in the composing room. It is in this department where system is most needed at the present time, and to which there has been given a minium amount of attention. Printers watch the output and condition of their press room very carefully but give little or no careful attention to the composing room, for they say it is in this department that they lose the profit, made in the press room. With such an attitude on the part of printers it is indeed no wonder that the composing room is not considered a paying investment, in fact, it is surprising that there was any profit made in the general business at all. It is only within the last three years that active efforts have been made to improve the composing room with equipments that will save needless steps, that would make the whole room lighter, and more systematic, thereby putting it in a profit paying condition.

A notable instances of a plant where this has been done is that of the Federal Printing Company, of New York, which was designed completely by A. F. Wanner and Company of Chicago. Illustration of the composing room of this plant is shown herewith.

In the plant of the Federal Printing Company, a general survey of the class of work and volume was taken, and with that in mind together with the arrangement of pillars, windows, elevators, stairways, etc., the room was laid out in as near an ideal arrangement as it would seem possible to attain.

By referring to the diagram herewith it will be seen that the linotype machines are placed as far from the office as possible, thus reducing the disturbing effect of the noise of this machine as far away as possible. It is to these machines that the work goes first. From here it is taken to the makeup stands, and then to the stones where it is locked into chases nad sent to the press room. The job stands are well removed from the stones so that any unusual excitement at the stones will not effect the men working at the job stands. The foreman and superintendent are centrally located in the room where all divisions of the composition are in easy access.

Any further information or details in regard to this or other modern job book and newspaper plants will be furnished on application to A. F. Wanner and Company, 342 Dearborn Street, Chicago, Illinois.



Model Plan of Printing Office

AMONG THE ASSOCIATIONS

(Continued From Page 401.)

Some of the office-holding editors of the state who were there said that the desire of their hearts was to get back to their newspapers; while another lot pined for the togas, revolving chairs and salaries that go with the service of the people. Some of the editor-politicians in the crowd belonged to the heavy battleship class, others were cruisers, a few were submarine boats, and there was an occasional derelict.

MEN OF VARIOUS GIFTS.

There were several really great orators among the lot—men who are attaining national reputations and who have broken into the Chautauqua circuits. Brilliant paragraphers, philosophers and widely quoted editorial writers had on their best clothes and could not be distinguished in the crowd from the ordinary plug newspaper man whose time is equally divided between writing local paragraphs and running a job press.

It was a great bunch of boys and girls, and we doubt if there is another state in the union that can produce such a variegated, accomplished, devoted, and altogether cheerful lot of newspaper workers.

Postoffice Order 907 had put dollars into their pockets and they were not caring for expenses. Most of them brought their wives along. If anybody drank whisky, there was no outward sign of the fact. We understand all the poker players have reformed.

Things pertaining to the craft were discussed in the open sessions, and trade secrets were swapped in the hotel lobbies. The exhibit of type-setting machines suitable for country printing offices was an interesting feature.

VISITING SPEAKERS.

The presence of Miss Ida Tarbell, associate editor of the American Magazine, added to the prestige of the occasion. She tried to impress upon the editors not to be afraid of facts in the discussion of public questions. If they found a fact which did not square with their preconceived ideas, they should hug the fact and let the theory go. She told how her recent investigation of the tariff had changed her opinion about many of its features. The Democratic editors liked this part of her talk, while the Republicans were not so sure that she used her facts properly in drawing her conclusions. However, all agreed that she was a very charming woman, and were ready to admit her in to full Kansas fellowship—married or single.

The younger editors did not know Capt. Geo. R. Peck like the older ones and hardly appreciated the greatness of the man who used to be the "whole thing" in Kansas politics. All, however, were touched by the pathos of his tale and entered into the spirit of those early rose-colored days when Capt. Peck came to Kansas as a young man to win fame and fortune.

* * *

The committee appointed by the Minnesota Editorial Association for the purpose is arranging to hold memorial exercises in honor of the late Harlan P. Hall, the veteran St. Paul newspaper man who established the St. Paul *Dispatch* and the St. Paul *Globe,* in the old capitol at St. Paul, September 14. Governor Johnson will preside and will probably deliver the opening address. The following addresses will also be delivered:

"H. P. Hall and His Relations with the Country Editor," by C. F. Macdonald of St. Cloud.

"H. P. Hall and His Relations with the City Press," by J. S. McLain of Minneapolis.

"His Business Life," by David Ramaley of St. Paul.

Captain Henry A. Castle of St. Paul will also deliver an address as a representative of the State Historical society, and Archbishop Ireland is expected to be on the programme.

The Iron Range Press Association was formed at a meeting of the newspaper publishers of the range in Eveleth, Minn., April 28. P. E. Dowling of the Eveleth *Star* was elected president; W. E. Hannaford, publisher of the Virginia *Enterprise,* vice-president, and R. W. Hitchcock of the Hibbing *Tribune* secretary-treasurer. These officers also comprise the executive committee.

The only other business action taken was the framing of a letter to Senator Nelson and Congressman Bede asking them to use their influence to have the land office refuse to recognize newspapers that are printed in the north woods solely for the revenue derived from land office business. The practice is considered an infringement upon the opportunities of the legitimate newspapers.

* * *

The annual meeting of the Virginia Press Association will take place at Hotel Warwick, Newport News, July 6-8, and from that place the members will go to Washington by steamer three days. This was the decision of the executive committee at a meeting held in Richmond a few days ago, over which W. S. Copeland of the *Times-Herald,* Newport News, presided, with the following members in attendance: Secretary John L. Hart of the Farmville *Herald* and Messrs. R. P. Barham of the Petersburg *Index-Appeal,* A. S. Morton of the Staunton *Dispatch* and W. McDonald Lee of the Virginia *Citizen.*

* * *

ILLINOIS PRESS ASSOCIATION

CHAMPAIGN, JUNE 2, 3 AND 4, 1908.

Tuesday, 10 A. M.—Call to Order; Invocation—Rev. John Andrew Holmes; Address of Welcome—Mr. B. F. Harris; Response—Miss Mary Davidson, Carthage; Appointment of Committees; Adjournment.

Tuesday, 2 P. M.—Music; President's Address; Music; Address—"Lincoln,"—Edward Yates, Pittsfield; Music; Address—"Stephen A. Douglas,"—W. T. Davidson, Lewistown; Business Session.

Tuesday Evening—Smoker for the gentlemen at the Elks' Club. Reception to the ladies at the Beardsley Hotel.

Wednesday, 10 A. M.—Journalism in the U. of I.—Prof. F. W. Scott. Business Session.

Wednesday, 11 A. M.—Visit to University of Illinois, spending the balance of the day there. Lunch at the University. Addresses by President James, Dean Davenport and Prof. Breckinridge. Ladies will be addressed by Prof. Bevier, who will tell of the work of the Woman's Departments of the University, especially that of the Department of Household Science.

Wednesday, 8 P. M.—Banquet tendered the visitors by the Chamber of Commerce. (Program for this is being arranged by Mr. Harris.)

Thursday, 10 A. M.—Memorials; Business Session; Adjournment; Reports of Committees; Election of Officers; Lunch at 12 sharp.

Thursday, 1 P. M.—Visit to the U. S. Soldiers' Home at Danville, going by special trolley train over the lines of the Illinois Traction System. Band Concert at the Home. Visit Danville. Return to Champaign.

(Members who return to their homes over the lines running through Danville may arrange to leave party at that city.)

(Proceedings of Missouri and Illinois Associations will appear in July issue.)

More Work through publicity

By HARRY A. WOODWORTH Address all communications for this department to 314 Linden Street, Scranton, Penn.

A PRACTICAL LETTER FROM A WELL KNOWN PRACTICAL PRINTER.

DEAR SIR AND FRIEND:—I appreciate the many good things you have said in my favor in a typographical way in your excellent department of the NATIONAL PRINTER-JOURNALIST.

There is but one practical way for compositors to improve their work and that is to study trade journal specimens, trade journal writings on all subjects they wish to become informed upon; avoid the mistakes made by others and endeavor to show a betterment on every job of printing they may have in hand.

Of course, there will always be something wrong with nearly every job produced; an adverse opinion will invariably be offered by the workman who seldom reads what the craft in general is doing in the art preservative.

If you are called upon at any time to pass your opinion upon a piece of work, give it honest criticism, and never allow yourself to be coerced in giving an adverse opinion when you believe differently.

Plan your work, then thoroughly work your plan, is a good axiom for printers to follow. Figure out "short cuts" in every piece of work you may have in charge; save as many steps as possible in the day's work, and strive to produce simple effects rather than complicated designs. When a design has been thought out that consumes a number of panels, from different faces of rule, make doubly sure that the time to be consumed will not eat up the profit that should be apportioned to the composition without encroaching on the time that will naturally be spent in pressroom make-ready. Hundreds of instances might be mentioned here where the make-ready of many rule forms that the writer has set, forms composed by other workmen, where the entire price of the job was consumed in make-ready alone. This item should be taken into account by the skilled compositor, and the apprentice should be instructed accordingly.

Pressmen should become more studious in their work; seldom do they read works of known authorities dealing with important matters regarding their end of the printing factory product. In a great measure the well-informed compositor is better versed in the operation of machines than many pressmen; numbering machines, perforators and press-punches being their greatest dislikes, when the same are to be operated in conjunction with the type form to reduce the cost of the job.

It is also quite true regarding embossing—knowing many good pressmen who knew little or nothing regarding this class of work. You can always learn something from the "other fellow," even he be ever so dense, so to speak. It is up to you to accept this advice if you wish, even though you believe the "other fellow" to be a "know-nothing."

"The spirit" may move again.

Sincerely yours, EDWARD W. STUTES.
Spokane, Wash. (Himself.)

A FEW KNOCKS AND A BOOST.

"He shall write the thing as he sees it
For the God of things as they are."—KIPLING.

The Color Plate Shop Chicago, send a circular letter in which the typewriting or excellent imitation thereof fits nicely within a panel which occupies less than one-half of the sheet. The panel is 5¼ inches, and the first two lines of multigraph are displayed in caps. The design at the 3¼ inch top is decidedly elaborate, and like Joseph's coat in being of many colors. The figures of the two workmen at the nothe-east and sou-west corners of the panel—one with a roller, the other with a chase—are suggestive of the most pleasing residents of Spotless Town. At the bottom of the panel is a workmark in several colors as a tailpiece. The effect of such a letterhead design as this is very pleasing.

◈ ◈ ◈

Sometimes a knock is better than a boost. And so these criticisms of some advertisements, made without giving the addresses of the advertisers, may be of some help to both them and others who seem to think that there is very little sense in bothering about the wording of an ad. In writing advertisements, "be sure you're right,"—then write. And its better to read the ad over after it is writen.

◈ ◈

Suggestion in advertising, it should be observed, is a two-edged sword, and should be handled carefully. It may do yeoman service if properly used, but in unskilled hands it may injure the one who wields it. The use of metaphor may be prolific of suggestions, but they may be of the wrong sort. An example is furnished in the headline, "Red-hot prices for ice-cool wash goods," which I have clipped from an advertisement sent me. A suggestion to be of value for advertising purposes should be pleasant and appropriate to the season. The suggestion of anything red hot for midsummer can scarcely be pleasing. And there is reason to doubt its appropriateness. What is the meaning of "red-hot prices," anyway? Does it mean that they will burn any one who has anything to do with them? "Ice-cool wash goods" is not a very happy phrase. The suggestion of iced beverages is pleasing in its way in summer-time, but the thought of ice-cool wash goods might be calculated to send a shiver along one's spine. The suggestions in the line quoted, and in other instances herewith cited, are clearly of the wrong kind.

◈

"Companionable things for hot weather." There's considerable *camaradie* about that word "companionable," and it might be used to advantage in an advertisement of a house-furnishing establishment. But in one sent to me for criticism, the above heading is thus used: "Companionable things for hot weather. Such torrid helps as the following: "Ice-cream freezers, refrigerators, water-coolers [and so on]." An ice-cream freezer or a refrigerator scarcely conveys the idea of a companion, now does it? And surely "torrid" should not be a very good term to apply to it, especially in an advertisement. Why not put it "Such helps in torrid weather?"

◈

"In squeezing prices we squeezed out the cheapness first," says an Illinois advertisement. I've a notion that cheapness is one of the attributes that most of "the dear public" do not want to see squeezed out.

◈

An advertisement of an "instant rising" buckwheat flour contains the following startling information: "A rattle box will please the baby, but a person it will not. Van's buckwheat will please them both." This is the whole ad, with the exception of a representation of a two-pound package of buckwheat flour; but surely it is enough. It teaches that "the" baby is not "a" person, but why the definite article is used in one case and not in the other is not exactly clear. It shows that while the baby and a person will not in all places be pleased with one article, yet Van's buckwheat flour will please them both just the same as if the baby were a person. The construction of the first paragraph quoted is a good illustration of the flexibility of the English lanuage, but is not just what might be expected of a person familiar with its use.

* * *

An advertisement that is taking as to display, and that contains some very catchy and trade-winning phrases, has this line: "'A Regular Slaughter—Feast in the Millinery Department." This appears to be a particularly unfortunate combination of words for use in such an ad. A "slaughter feast," whatever it may be, would seem to be very much out of place in a millinery department. There is no apparent suggestion of feasting in a millinery sale. The most that one could be expected to do in the feasting line in that connection would be to feast one's eyes on the articles displayed, and that could be best accomplished when there was no sale on. But the combination of "slaughter" with the feast makes the line more than merely inappropriate. Any suggestion of slaughter can scarcely fail to be repulsive to the patrons of a millinery department.

The next line in the ad referred to is almost equally objectionable. It reads: "There will be some Choice Pickings for the Early Bird." Any one who reflects for a moment what the choice pickings of the early bird usually are, and then thinks of the early bird in connection with a "slaughter feast," will find no very pleasant suggestions. And figurative phrases, to be of value in advertising, should certainly suggest pleasing things.

* * *

A Brooklyn restaurant announces: "Our Key to success has been neatness, cleanliness and despatch, with quality, quantity and low prices." What an important thing the matter of *tense* may be in an advertisement, after all! "Has been' gives the impression, that the restaurant is a has-been, and has, at the present time, lost that key. Perhaps this criticism might be answered by a careful analysis of the metaphor, but, as I said it gives that impression. Why not use the word "is"? It is shorter, and it seems to me to be better in this case.

* * *

An ad from an establishment with the tasteful and advertisingly appropriate name of The White Rose Laundry contains this bit of "talk." "We let the shirts we wash and the collars and cuffs we iron speak for themselves. They will talk louder than we can." Do you not iron the shirts or wash the collars and cuffs? And loudness is not the characteristic of shirts and collars and cuffs that most appeals to the would-be well-dressed man.

* * *

In the advertisement of a store which makes a specialty of perfumery appear the following words: "American Beauty. There is none but Alfred Wright's". Never saw Alfred; but he surely *must* be "a beaut."

A large ad from a leading furniture concern in New York has as its illustration a picture of several balloons. Two of them are labelled, "High Prices" and "Exorbitant Terms." The biggest and highest balloon has the name of the firm, and the large headline says "We Soar Above Them All." In high prices and exorbitant terms?

A Connecticut advertisement—excellent in other respects—has these as its catchlines:

The best dressed women are wearing tan Oxfords.
And you?

The question suggests that the feminine reader of the ad may not be one of "the best-dressed women." And what woman would like to be told that?

AND NOW FOR A BOOST.

And now, at the risk of being thought inconsistent by some, I wish to give an extract from an advertisement I found among the unpublished over-matter on the galley-proofs of the *Retailer* and *Advertiser* when I took editorial charge of that paper, and accord it considerable praise. Here is the extract:

LADIES AND GENTLEMANS:

I will try to work for your benefit just as well as for my own.

I want you to be kindly so good and try to save your own trouble. I think you can get it just as cheap on

Cor. Tecumseh and Rodman Sts.,

as in any other store. I want you please to come and try how cheap you can get everything and I hope it will save you time and trouble from going down street.

In answer to a letter from the friend who had forwarded the advertisement, asking the paper's opinion of it, an editorial writer who had recently been the critic of the paper—a journalist of excellent literary ability—had made it the subject of very severe criticism and ridicule. It was characterized by this critic as being extremely bad advertising.

When I found the critique on the galley, I conscientiously killed it in cold type. This simply shows that writers on advertising, sometimes disagree as well as doctors. For I then considered—and so consider yet—that the excerpt was an admirable bit of advertisement writing in nearly all respects. The writer was undoubtedly a foreigner who had not yet mastered the English language—in which he resembles many ad writers who might be supposed to hold in fee the heritage of English speech. But even this fact, being so very evident, and so very excusable, probably added to rather than detracted from the advertisement's advertising value. The quaintness of the wording is, in this case, one of the chief charms of the ad.

"I will try to work for your benefit just as well as for my own." No waste of words here. The sentence has a directness, and in the words "will try to," a modesty, that gives it the ring of sincerity. This modesty and evident sincerity are again exemplified further on in the words "I think."

The advertiser shows throughout that he has the best of an ad-writers requirements—a knowledge of human nature. He seems to realize that any mention of a competitor in an ad is, if not very skilfully handled, liable to benefit the competitor as much or more than the advertiser. But surely what could be more skilfully subtle than the allusion to the stores "down street?"

The polite paragraph (politeness is a potent force in publicity), "I want you to be kindly so good and try to save your own trouble," is not definite. But it surely arouses curiosity; and the explanation will be

read. Many an ad-writer who begins with an indefinite sentence fails to hold the interest. This sentence increases the interest. And its full force, is not brought out till the concluding sentence is entirely read. In all sincerity I call this Art.

There is subtle—possibly unconscious—humor in the solicitude of the advertiser that the "ladies and gentleman" should try to save their own trouble. But whether it was meant for humor or not, it is a good point of the ad in either case, and the cordiality is evident.

It seems a very good advertisement to my way of thinking, and I hope that when its writer learns to express himself more in accordance with the laws of Lindley Murray, he will not attempt to improve his advertising by any of the "fine writing" so immeasurably inferior to this ingenious effort.

A WELL COMPOSED BLOTTER.

Another fine blotter from the Monroe County *Democrat*, of Sparta, Wis., (2), but the comp. did not give his name, as I requested. He's a daisy, but daisies, as Bobby Burns has pointed out, are essentially modest. Border, "D" in Democrat, and moon's smiling visage are yellow, and the rules of the inner panel are light blue. The rest of the composition is a blue black, and behind the blue-black clouds there is a light blue tint such as you see on certain nights when "the moon

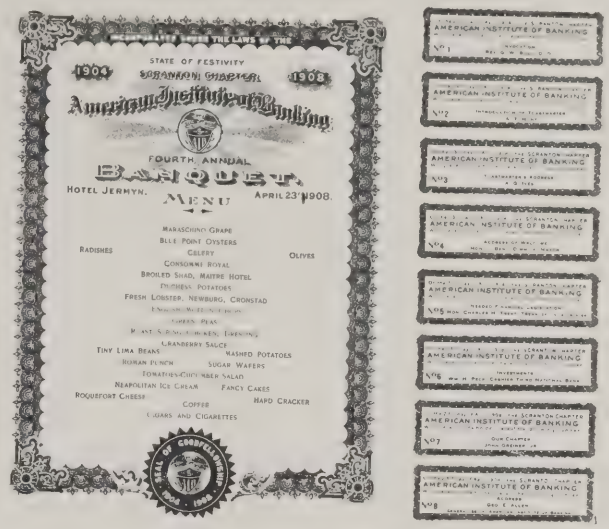
He's Pleased
PLEASANT ANTICIPATIONS of something good to follow are always inspired by the very first impression of a GOOD piece of printing. Of course you realize that. Now we are anxious for you to realize also, that you can always get attractive, distinctive and profitable printed matter at our job printing department.
May
1908
THE Democrat
"Of Course"

2

is shining bright, ha-ha!" Now I can't criticise this job adversely try as I may; but it does not seem to me that the corner of the envelope in which both the Sparta specimens come, is in keeping with the enclosure. It is a very ordinary old-fashioned arrangement of two series and three sizes of Gothic. It is not bad—it is characterless. Get busy on a new letterhead, Mr. ———?

A FINE JOB THAT WAS DONE GRATIS.

The manager of the Scranton Litho. Co., is an astute man. When he was told that the Scranton Chapter of the American Institute of Banking were going to have a banquet at the swellest hotel in town, he said: "Let me get up your menus; it will not cost you a cent." Bankers know the value of money as well as anybody, and his tender was accepted. And so he utilized some of the stock on hand, and got out an issue of gold bonds, both sides of one of which are here reproduced (1a and b). Of course they are in



1a

black and green and gold, and they are at a premium now—everybody who sees one won't be happy till he gets it. The agent of the lithographing company admitted that they had soon made a great deal more out

1b

of dealings with the assembled bankers than their contribution to the fund of good fellowship cost. But that is just as it should be. Such a clever idea makes an investment that is sure to bring in interest which is oft compounded.

Speaking of good English in advertising, it is a consolation to writers of less note and ability to reflect that Homer sometimes nods. The Wanamaker advertisements have long been famous for the elegance of their diction and the correctness of their gram-

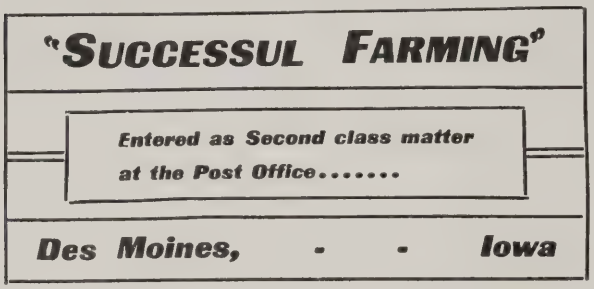
matical construction. I have often been advised of this fact by a friend of mine who is a buyer for the firm. But an announcement of Wanamaker's Philadelphia store tells of dolls "freshly *Embarked* from several German steamers recently arrived." This seems to be taking an unwarrantable liberty with our language.

* * *

A PEKULIAR KORNER.

Successful Farming of, Des Moines, Iowa, runs mottoes in red under its black envelope corner design, as shown in Reproduction 4.

TOO LATE (2 P. M) TO CLASSIFY THE COLOR-SCHEME.



A pekuliar trait about bizness is, its got tu be kalled if yu want it tu kum——Advertise.

4

There was an allusion to a remarkable card by Edward W. Stutes in my May instalment, but presumably the illustration was lost. Here's part of a recent Stutes letterhead (5). The rule border surrounds the letterhead. Color-scheme, dark and blue, bronze red and a buff tint. Figure it out for yourself.

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PETER THE PRINTER ONCE MORE—LONG MAY HE KEEP TO THE FORE!

"The Philosophy of Peter the Printer as Told in Six Improving Tales of which this is the Fifth." Surely there is no more expensive series of printing-advertising than this of the Griffith-Stillings Co., of Boston—but it pays to be extravagant sometimes. The most of the stock is old Veda Book, with hand-made finish and deckle edge, and there are a few pages on wonderful plate paper which show the superiority of this form in embossing and color-printing. The text of this issue, and the illustrations to the story, are in purple and buff. The book must be seen to be properly appreciated—it is sure to be then.

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A FREE TRANSLATION—THAT IS, IT COST NOTHING.

I can now read the most of the Hebrew which I was obliged to leave untranslated when I sent in the last installment of this department. The first line on the blotter is a man's name. The title of the play was, as I partially guessed, "The Shoemaker"—ah, how easy it is for one of any tongue to interpret pictures! —and this was the description of the hero: "His eyes are full of tears, but he is laughing," Well, we all know people like that, and they make the world better for their being in it, be they of whatever race. The quotation under the cut of the cobbler is a counterpart of the English proverb, "It is never too late to mend."

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COPPER COPPED SOME OF EM FIRST.

Several specimens sent me lately have not been noticed in this department because by the time I got around to them I found that Brothers Hanson and Copper had already delivered appreciative criticisms. Such, for one instance, was the case with the wonderful four-page announcement of a live store in the Butte *Inter-Mountain*. And the bunch of superb specimens sent by Frank H. Cook, of the Cook Printing Company, Los Angeles, Calif., were one and all shown in half-tone in Mr. Hanson's department for May. One of the cards—the one with "Cook Printing Company" in caps, in light and dark blue struck me as being one of the chastest, best whited-out cards of any I have ever seen. The letterheads were admirable, not only in their composition, but also in the particularly happy harmony of ink and stock. But what's the matter with Brother J. Albert Hood of Ocean Grove, whose "About a Good Print Shop" Mr. Copper forebore to mention, because he thought it would reach both Mr. Hanson's department and mine? If the print shop be as good as the newspaper shop, the booklet is a winner.

Empire Printing Company
High Grade Commercial PRINTERS
and BINDERS
BOOKLETS, ANNOUNCEMENTS, ENGRAVED STATIONERY AND IMITATION TYPEWRITER LETTERS
None as Good at a Lower Price; None Better at Any Price
H. W. GREENBERG, Prop.
419 SPRAGUE AVENUE
SPOKANE, WASH.

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A PAPER WHICH ADVERTISES ITSELF AND ITS TOWN.

The Hickman, (Ky.,) *Courier* has a splendid envelope advertising the printing and engraving branches of its establishment. It also serves as a very good advertisement of Hickman, as the fine half-tones are of the various industries of that live little city. The combination of the Old English and small Gothic type with the grouped pictures is excellent.

JOB TYPE AT BODY TYPE PRICES

DISCARD YOUR OBSOLETE AND WORN TYPE, AND SUBSTITUTE POPULAR TYPE FACES WHICH CAN BE BOUGHT AT BODY TYPE PRICES.

Right now is the time printers can well afford to carefully scrutinize their type cases and discard all those fonts of obsolete or seldom-used faces, and every printing office has more or less of such type. It takes up just as much room in the case, stand or cabinet as good, live faces of type which are bound to please the most critical customer, such as the Cheltenham Family, type for copper-plate printing, Gothics, Texts, Bewick, Bookman, Pabst, Roycroft and other display types popular with leading advertisers, and users of the best printing.

These and other faces of display type are now sold by the American Type Founders Company at body type prices and discounts in weight fonts. Printers will be consulting their best interests by buying the most used sizes of the popular series in weight fonts and then adding the regular job fonts for the other sizes required for display lines. In this way the printer buys his type in the most economical way and at prices never before offered.

If you have had experience with time wasted on the press, on account of old and worn letters, you will realize that it is better to dump the old type, especially since the American's modern, up-to-date designs can now be bought in weight fonts at the price of body type.

With the bringing out of type faces in a large series and the development into families, has come a change in typography. A change which admits of harmony. A change which secures contrast by use of varying weights in the same family design. This, of course, necessitates larger fonts, and it is on this account that printers will appreciate the innovation established by the American of selling Job Type in weight fonts at regular body type prices and discounts. An innovation inaugurated with Cheltenham Old Style and since extended to the other faces of that family and all display types.

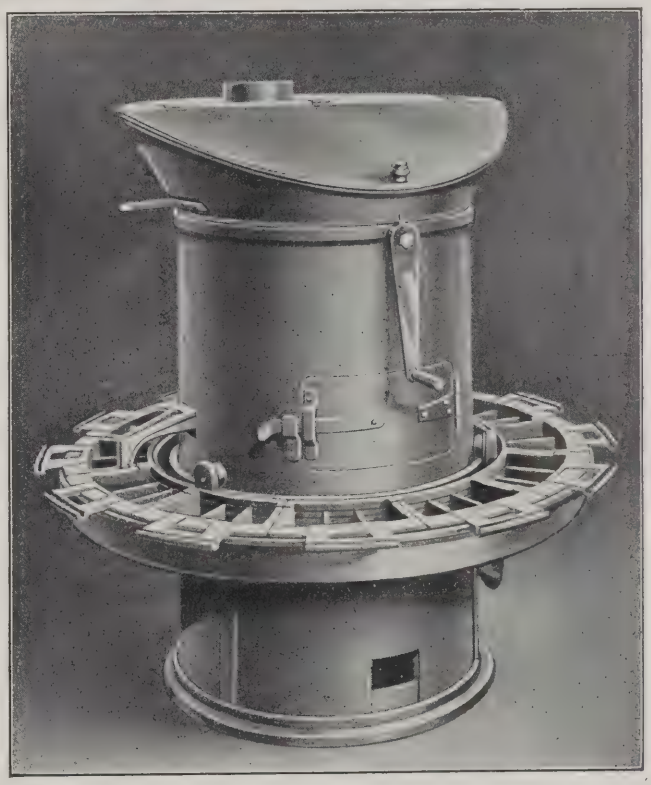
This is a matter of equally as much interest and importance to the newspaper man as to the proprietor of a job printing establishment. It is now possible to buy any of the distinctive type faces for his advertising columns and pay no more than heretofore he has been accustomed to pay for regular roman or old style body letter. Wihtout any extra outlay, therefore, the newspaper publisher can now add character and distinctiveness to his advertising columns which will unquestionably secure him increased business.—*Newspaperdom* for April 30.

The Automatic Metal Furnace is for recasting slug and type metal into ingots. Its construction is simple and it is designed with the fixed purpose to economize floor-space, do away with the necessity of water-connections, increase the speed of operation, reduce the expense of gas, and produce clean, repigged metal, uniform in quality.

The hopper-shaped top permits of putting in more metal than by the old construction of metal furnaces, as the storage space above the metal pot holds about one-half as much more of type and slugs as the pot itself, and as the type and slugs melt this extra supply feeds into the pot so that when it is all melted the pot will be approximately filled.

The capacity of the Automatic is about 1,100 lbs., but the operation may be a continuous one for the reason that the molten metal is drawn from the bottom of the pot, and each time that the circle of molds has been filled, more type and slugs may be put into the pot and be melting while the molds are being emptied, thus making the capacity of the machine practically unlimited.

A very great advantage of the Automatic is the saving in dressing. By the use of the old forms of metal furnaces, where the molten metal is ladled from the top of the pot, the heated metal is exposed to the air during the time that the metal is being ladled out, and the contact of the air with the hot metal causes oxidation or dross. With the Automatic this is reduced to a minimum as the molten metal is not exposed to the air and the puddling is done by agitating the handle at the front of the furnace which is connected with a puddling device contained within the pot. Where metal must be ladled from the top of the pot it is necessary for the operator to push aside all of the accumulated dross and dirt and dip out the metal as cleanly as possible, as any grit or dirt in the



metal will tend to clog the pumps of the type-setting machines and cause considerable trouble and delay from stoppage. In the Automatic the metal is drawn through a spout from the bottom of the pot where all the clean metal lies, thus producing a cleaner re-smelted ingot than would be possible by the old method. The handle at the side of the pot controls the flow of metal, and the row of pans which contain six ingots each ar revolved around the pot by hand and circulate in a water-trough. The time consumed in filling the mold-pans is ample for cooling the metal, and the pans may be emptied immediately after each filling of the entire circle.

The fuel used in the Automatic is gas. The burner is of a new design which distributes the heat over a greater area of the pot, melting the contents in a shorter time and utilizing the heat with less waste than by the old form of burner.

The machine is inexpensive and is sold on very easy terms.

Wood & Nathan Company, 1 Madison Ave., New York City, are the exclusive Selling Agents.

The Boston *Globe,* one of the most progressive newspapers in the country, it is understood are about to install in their stereotype department a battery of steam tables to be entirely operated by compressed air. The device is something new and was first put in actual operation on the New York *World,* where a battery of ten of them are now running and is said to be giving the best of satisfaction. It is understood that the Chicago *Tribune* has also placed an order for a battery of these tables. Instead of the old-fashioned screw methods now so commonly in use on the daily papers, the platen of the Steam Tables is forced down on the form by compressed air through a series of levers which are so regulated as to give a steady pressure at all times. The operator admits the compressed air into a cylinder back of the steam table, by a lever convenient to him in front of the table when the platen descends almost instantly. The pressure of platen is continuous throughout the drying of the mat, and when ready to be released the lever is reversed and the platen ascends almost as quickly as it goes down. By a very ingenious invention the form is automatically ejected from underneath the platen just as soon as the platen raises out of the way. There is a big saving of time with this new method which is everything in a daily paper, besides making a much better mat than can be made by the hand screw. The success of the invention is undoubtedly assured and the manufacturers and patentees, the F. Wesel Mfg. Co. of New York, are to be congratulated, in bringing out such a complete labor and time saving device.

The Rogers Photo-engraving Co. is the latest plant of its kind to be installed in Philadelphia. It is understood that they have secured the contract to do the work for the Philadelphia *Evening Bulletin* and have located in an adjoining building to the *Bulletin's* new home. The equipment was furnished by the well known house of Wesel of New York.

For a long time electrotypers and photo-engravers have felt the need of a more rapid method of "taking down" their wooden blocks after mounting, make them type high, other than the slow-going Daniels Planer. Such a machine has lately been put on the market by the F. Wesel Mfg. Co. of New York City. Its construction is something new and is on the planer principle. The blocks after being quickly fastened to the bed of the planer, pass diagonally underneath the rotary blades, thus making a far superior cut than to have them pass directly underneath the knives. The machine is much faster than the Daniels Planer and less liable to get out of true.

"THE LINOTYPE AS I HAVE FOUND IT."

The above is the title of a handsome and rather unique booklet of leaflets, which is being sent out to a special list by the Mergenthaler Linotype Company. Each leaflet is a separate statement of the views of an individual, at the same time a specimen of Linotype composition set up, arranged and printed in each writer's offce according to his own individual fancy, without any direction or restrictions on the part of the Linotype management, except as to the size of the sheet to be used. The result is at once a very instructive and interesting collection of strong testimonials as to the advantages of the machine, and of specimens of Linotype composition from a score of well known book and job printers—leaders in the art of typography. Each contributor has written on the one theme, "The Linotype as I Have Found It." The variety in treatment in the points found in favor of the machine and the way of telling of the same is only equalled by the variety in composition, ornamentation and paper. Some have printed in colors, others in plain black, in letter form; some have used light rules, others, heavy or broad borders, and others no borders at all. Every one has used an initial letter and some of these are especially tasty and ornamental. The leaflets are so excellent typographically that the collection could be well kept in an office as furnishing most perfect models for leaflets and letter circulars. The Unity Press, Oswald Maune, General Manager, has shown the most difficult production in table work with alternate rules and figures printed in two colors and say, "that no other machine, not even hand-set matter from new type could produce the close register shown in the table." Each leaflet bears the reproduced facsimile of the autograph signatures of the writer, and Theo. L. DeVinne, in the leaflet "Arranged and printed from Linotype slugs by the DeVinne Press," says:

"An experience of many years with the Linotype Machine justifies us in saying that it is the most valuable of recent improvements in the equipment of the composing room of the DeVinne Press. It has enabled us to do at a profit much composition that had heretofore been neglected or refused by us. It is practically a type foundry at our back, enabling us in a short time to furnish an unlimited amount of proof even when copy runs heavily on odd sorts. Our customers highly commend the quality of our Linotype composition. Whether the matter is printed direct from slugs, or from electrotype plates made from slugs, the print is always pleasing. Letters are always sharp, clean and in good line. Not less satisfactory is the valuable assistance we are constantly receiving from the Linotype Company in their production of new faces of letter and in suggestions for economical management.—"—Theo. L. DeVinne.

The other testimonials are equally commendatory, and each cover some different point or points of excellencies appealing most strongly to the writer. The leaflets are intended as advertising and are of the very highest value for this purpose, but their circulation will prove a broad education to Linotype users that will result in better and a wider range of work in many offices. Right here it is worthy of note that with the almost universal use of Linotype machines, the Company increases rather than diminishes its advertising and spares no reasonable expenses to make that advertising more attractive and convincing. This, from our point of view, shows highest business wisdom. If advertising were only intended to make an article or machine known, the management might well say that everybody knows of the Linotype but this is a very narrow and unwise view to take of the mission of advertising which is intended to promote use, to create a demand, and show all the possibilities and applications to which an article or machine may be put, to educate, and to awaken and keep alive the desire to purchase because of the convenience and profitableness to be secured. No matter how well a machine may be known, discrete advertising that is informing will create a greater demand. Some manufacturers and dealers do not seem to appreciate these facts and rest back on their oars depending on the momentum already secured, complacent over the fact that they are so well known. It is a narrow and selfish view, that like all narrowness and self-sufficient selfishness results in loss of business, in the frittering away the opportunity for continued advancement. Here is one significant assertion of the writer of one of these leaflets: "I have used the Linotype steadily for the past fifteen or sixteen years and have found a constantly widening field for the use of it." Another says: "I do not believe any one has discovered the limit of its possibilities." The Linotype Company has not only been improving the machine but by a most intelligent course or campaign of improved advertising has been educating the users on the constantly widening fields of use and possibilities.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

LOS ANGELES TIMES LINOTYPE SCHOOL—Competent operators furnished. Tuition rate $100; three months course or longer—stay till proficient; work on "live" matter—non-printers admitted; best operators often non-printers. For further particulars address—The Times, Los Angeles, Cal.

PAYING NEWSPAPER AND JOB OFFICE IN SOUTHeastern Idaho. Electric power, new presses. Owner has accepted position as ad manager for manufacturing firm. Write Joe H. DeWitt, Soda Springs, Idaho.

FOR SALE—2—7 COL. AND 1—6 COL. QUARTO CYlinder Presses, elegant machines; also 2 Ideal and 1 Washington Press. Immense cash bargains—quick deal. KING & WALKER CO., Madison, Wis.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

ACTIVE BUYER Wants Part or All of Independent or Republican Evening Daily or County Seat Weekly.

Will pay cash $2500.00 to $5000.00. Balance, if value is greater, to be deferred. Kansas locations preferred. Qualified by seven years experience to act as business or advertising manager. Best of references.

Proposition No. 415.

C. M. PALMER, Newspaper Broker

277 Broadway, New York

Correspondence invited with owners or buyers interested to bring about some newspaper ownership transaction.

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

Gather Knowledge from Those Who Know

Books

For Printers and Publishers

Address
National Printer-Journalist
Station X
Chicago

The First Decennium of the National Editorial Association.

A complete history of the first ten years' work of the Association. Interesting and valuable discussions and legislation regarding newspapers and printing offices. 682 pages, illustrated.

Price, expressage prepaid, - $1.25

Practical Journalism.

A complete handbook of modern newspaper methods, by Edwin L. Shuman, author of "Steps into Journalism". Literary Editor of the Chicago Record-Herald.

Illustrated, 12 mo., cloth, - $1.25
Postage additional, - - .12

The Printer's Account Book.

A time and money saver. The book measures 11¾ x 15¾ inches.

Price, 200-page book, 1000 jobs, $3.50
Price, 400-page book, 2000 jobs, 5.00

Imposition and Makeup.

A practical treatise on imposition and makeup by A. E. Davis, a well-known authority. 64 pages.

Price, - - - - - 25c.

Artistic Cover Composition.

A booklet of 144 pages. Reproductions of 115 cover designs with criticisms by judges of the Second Cover Competition.

Price, - - - - - 25c.

THE WILLARD HOTEL

St. Paul, Minnesota

HEADQUARTERS

National Editorial Association

The Leading Convention and Tourist Hotel of the City. 200 rooms, 125 with private bath. Telephone in all rooms. One block from Old Capitol. (Where convention is held.)

RATES: American Plan, $2.00 and up. European Plan, $1.00 and up.

Write Early for Rooms.

SAMSON & TREMAIN, Proprietors

Take Union Depot car, get off at Tenth Street. One-half block from hotel.

THE CHICAGO & ALTON USES CONCRETE TIES

They can't rot or get out of line. They are another illustration that

"THE ONLY WAY"

is ever mindful of the safety and comfort of its patrons. Perfect passenger service between CHICAGO, ST. LOUIS, KANSAS CITY and points beyond.

GEORGE J. CHARLTON,
General Passenger Agent, Chicago, Ill.

BOURKE-RICE ENVELOPE CO.

Makers and Envelopes and Printers of Paper Goods

66-74 SHERMAN STREET, CHICAGO

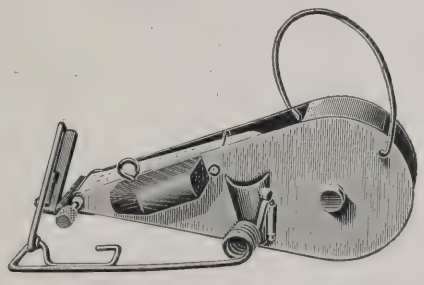
MONEY MAILER

DOUBLE YOUR SUBSCRIPTIONS and LINER ADS. with the Money Mailer. Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads. and trial subscriptions Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Louisville, Ky.

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH		WITH	
2 in. Carrier Belt	$15.00	3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25.00

Write me for particulars.

Manufactured by N. J. DOBEL,

223 Massachusetts Avenue, - - BUFFALO, N. Y.

REBUILT PRINTING MACHINERY

335 Scott Drum Cylinder, bed 33 x 47 inches, will print 4 pages of standard six-column newspaper; with two form rollers, rack and screw distribution, air springs and back tapeless delivery.

336 Potter Drum Cylinder, bed 32 x 46 inches, two form rollers, rack and screw distribution, wire springs, tapeless delivery.

254 Campbell Combination Book and Job Press, bed 40½ x 60 inches, four form rollers, table distribution, front fly delivery, trip, slitter, jogger and counter.

272 Campbell Combination Book and Job Press, bed 43 x 56 inches, four form rollers, table distribution, front fly delivery, trip, slitter, jogger and counter.

332 Scott Direct-Drive Two Revolution Press, Class H.F. No. 9, as per 1903 catalogue, bed 43½ x 56 inches, type matter 38 x 52 inches, four form rollers, patented geared distribution, front printed-side-up delivery. Good as new. Taken out under foreclosure, used very little.

333 Scott Direct-Drive Two Revolution Press, Class H.F. No. 10, as per 1903 catalogue, bed 47 x 62 inches, type matter 41½ x 58 inches, four form rollers, patented table distribution, front printed-side-up delivery. Good as new.

322 Campbell Combination News and Job Press, bed 32 x 46 inches, two form rollers, table distribution, front fly delivery, trip, slitter and counter.

337 Campbell "Economic" Press, Bed 42 x 55½ inches, four form rollers, table distribution, front fly delivery, air springs, box frames.

192 C. B. Cottrell & Sons Co. Two Revolution Press No. 8, bed 38 x 55 inches, four form rollers, table distribution, back fly delivery, four tracks, air springs, box frames, trip, backup, slitter and counter.

323 C. B. Cottrell & Sons Co. Two Revolution Press No. 7, bed 35 x 52 inches, four form rollers, table distribution, back fly delivery, four tracks, air springs, box frames, backup, slitter and counter.

255 Potter Two Revolution Press, bed 36 x52 inches, four form rollers, table distribution, back fly delivery tapeless, three tracks, air springs, slitter, jogger and counter. Will print four pages of seven column paper with two form rollers.

293 R. Hoe & Co. Two Revolution Press, bed 36 x51, four form rollers, rack and cam pyramid distribution arranged to run back from cylinder, rear tapeless delivery, four tracks, box frames, air springs, trip, jogger, slitter and counter. Will print four pages of seven column paper with two form rollers.

325 Scott, Flat Bed Perfecting Press, Class L. R. No. 8 hand and roll feed, beds 41 x 55 inches, as per 1900 catalogue.

218 Huber Vertical Crank Movement, Flat Bed Perfecting Press, beds 46½ x 64 inches, type 42½ x 60 inches, table distribution, rear fly delivery, automatic oiling device to prevent offset.

SEND FOR COMPLETE LIST OF SECOND-HAND MACHINERY.

WALTER SCOTT & CO.,

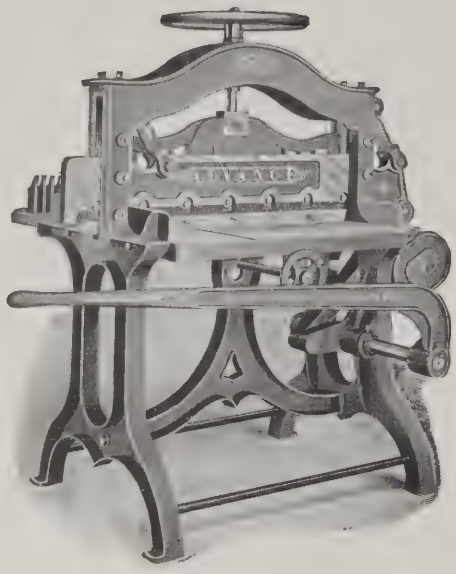
PLAINFIELD, NEW JERSEY

Cable Address: WALTSCOTT, NEW YORK

NEW YORK OFFICE, 41 Park Row
ST. LOUIS OFFICE, 112 N. 4th St.
CHICAGO OFFICE, Monadnock Block
BOSTON OFFICE, - 7 Water St.

Tell us your requirements. We have the Press.

LONG LIVED CUTTERS



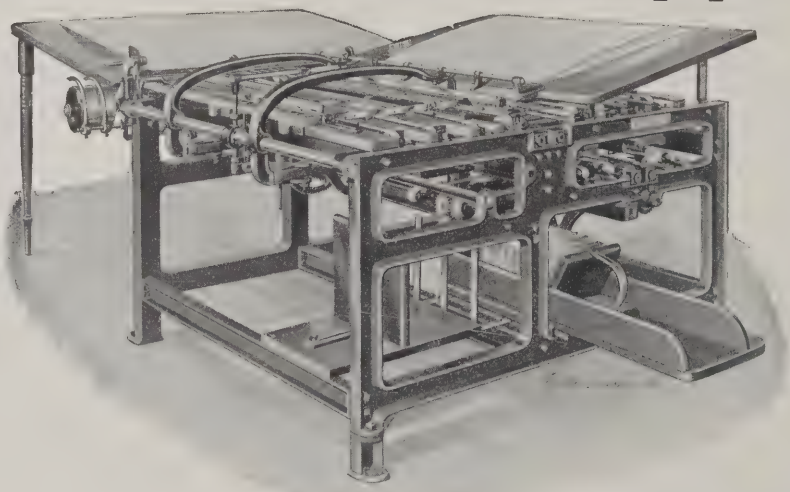
Every Advance Lever Cutter, from the 22½ inch up, has gibs and set screws in the frame to take up knife bar wear. The back gauge is of our "Easily Squared" pattern and may be adjusted to the knife at any time in five minutes. The side gauges are a part of the frame, therefore cannot get out of adjustment. The back gauge screw is supported at both ends to prevent wear, and the nut is extra long. That's why we say you can't wear out an Advance Cutter

Sold by Dealers Everywhere

Manufactured by **The CHALLENGE MACHINERY CO.,** Grand Haven, Mich. U. S. A.

Salesroom and Warehouse 194-196 Fifth Ave., Chicago.

20th Century Model Eclipse Newspaper Folders



Has EVERY feature claimed for other folders and TWELVE EXCLUSIVE improvements.

FIVE YEARS' GUARANTY

We furnish with each machine a written warranty for five years.
Send for our "Special Trial" proposition.

The Eclipse Folding Machine Company

SIDNEY (ESTABLISHED 1884) **OHIO**

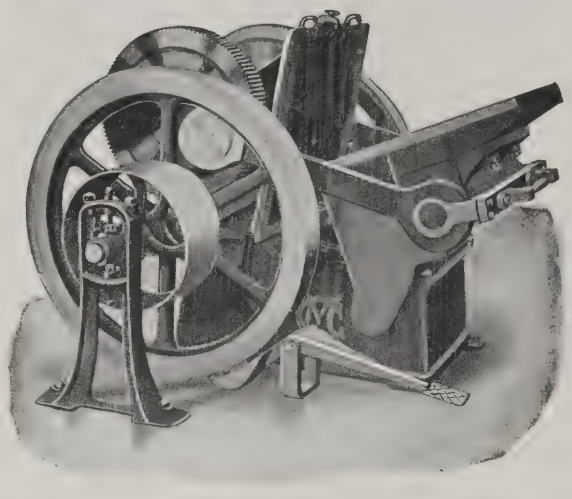
HALF-TONE-ENGRAVERS
ZINC-ETCHERS
DESIGNERS
ELECTROTYPERS

The Sanders Company are specialists in making Engravings and Electrotypes for newspapers. We have been making Newspaper Engravings for a long time and improving the quality every year. It is easy to make claims, but if your next order is sent to Sanders we will prove that the quality of our work and prices will make you our patron ever after. If you would like to know more about our work write for specimen book and prices.

BRANCH OFFICES IN SEVEN CITIES

SANDERS
ENGRAVING CO.
221-223 OLIVE ST.
ST. LOUIS

Improved Universal Cutter and Creaser



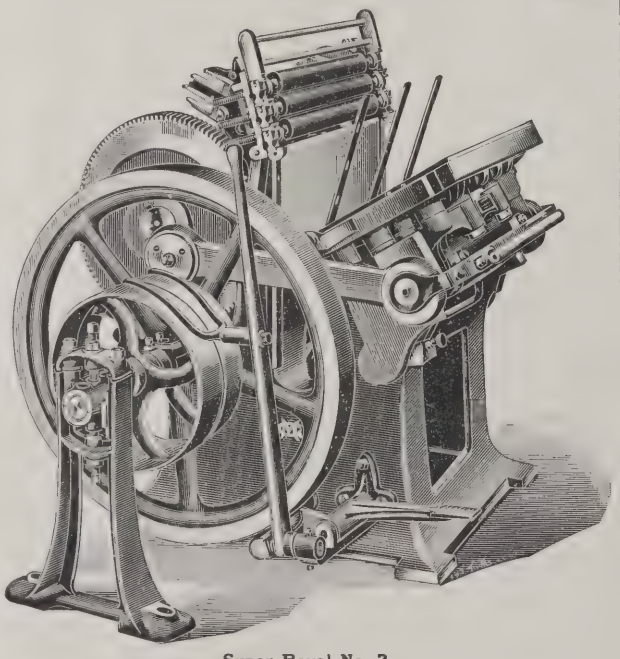
No. 4. 30 44 inside chase

BUILT IN FIVE SIZES

No. 1	20	x	30	inches	inside	chase.
No. 1½	22½	x	30¼	"	"	"
No. 2	23¼	x	31	"	"	"
No. 3	27	x	40	"	"	"
No. 4	30	x	44	"	"	"

Power for Nos. 1 and 1½, 1 h. p.; for Nos. 2 and 3, 1½ h. p.; for No. 4, 2 h. p.

Improved Universal Printing Press



Super Royal No. 3

4 Styles Printing Presses—5 Combinations
3 Styles Embossing Presses
Stamping Press

The National Machine Co.
Hartford, Conn., U. S. A.

HOKE

Wants to Tell You

tha pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

111 Fleet Street, E. C., London, England

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

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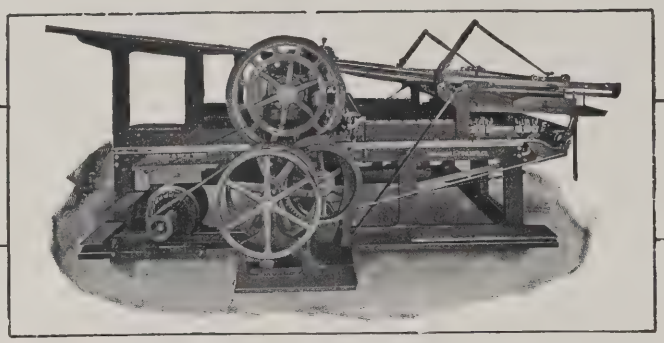

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Eleven sizes, from 26x36 to 48x65 inches. Built to do the finest class of printing, and specially adapted for half-tone work in black or colors. The standard flat-bed press of the world. Will produce a greater quantity of the finest work per day than any other press on the market Very light draft, effecting large saving in power as compared with other makes.

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Six sizes, from 30x42 to 43x56 inches. Designed for a somewhat cheaper class of work than the Four-Roller Press. It differs from the latter only in the number of form rollers, having two instead of four. It is similar in all other respects and is faster

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Five sizes, from 30x42 to 43x56 inches. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast

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Size 26x34 inches. This press has a well-earned reputation for remarkable speed and the superier quality of work it does. For a high grade of work, delivered at a high rate of speed, this is a press that does the business.

OUR SHEET DELIVERY, which delivers the sheet with the printed side up or down, as may be desired, we put on all our presses with the exception of the "Job and News." This adds but a little to the cost of the press and is a great convenience.

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NATIONAL PRINTER JOURNALIST

CHICAGO NEW YORK

JULY 1908

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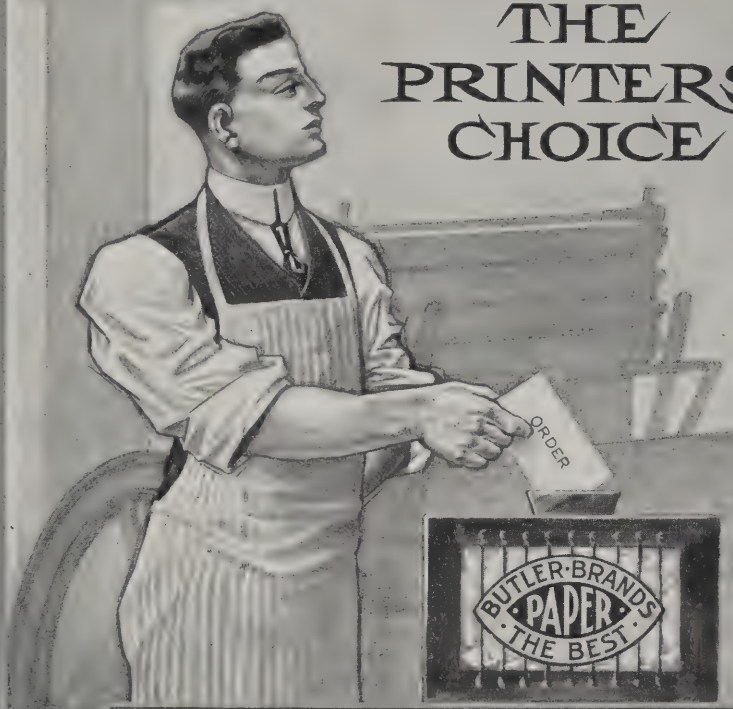

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All arms working in unity
In unity there is Strength
DESIGNING
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MAJESTIC THEATRE BUILDING
The Hollister Press
CHICAGO
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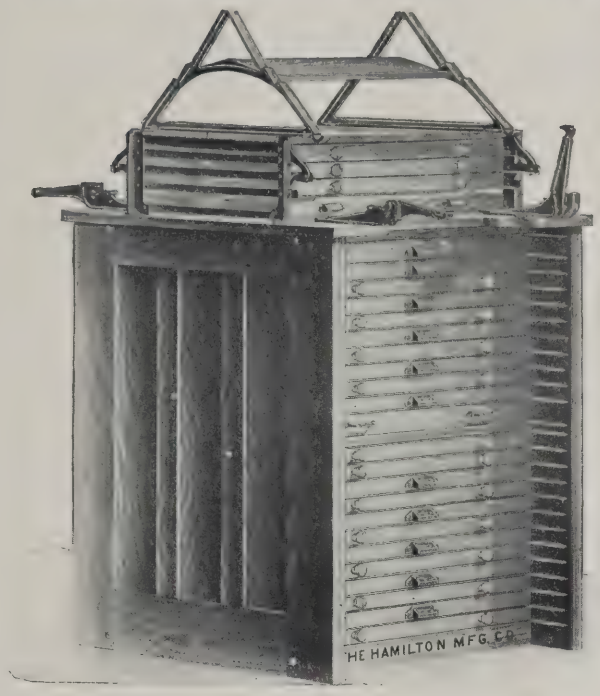
The Hamilton's Monotype Bracket Cabinet No. 1



The No. 1 Monotype Cabinet and Correcting Cases Complete, Showing New Adjustment Bracket Equipment. Both Faces of the Cabinet are Alike and Contain the Same Assortment of Cases.

And System of Cases. Patented Nov. 12, 1907

THIS new arrangement of Cabinets and Cases, special in many essential features, but yet so simple as not to confuse any old-time printer, is now ready for the trade.

As a preliminary announcement, we are pleased to state that 68 of these completed Cabinets have been installed in the Government Printing office at Washington, D. C.

It is preposterous to presume that the printing office furniture of YESTERDAY will meet the requirements of machine-equipped offices of TO-DAY.

THE FURNITURE SHOULD BE CHANGED WITH THE BALANCE OF THE EQUIPMENT IN ORDER TO REAP THE FULL MEASURE OF ECONOMY. The installation of these new Cabinets and Cases in machine offices will make this possible.

This equipment is not in any way an experiment. It has been in process of development nearly two years. It has the unqualified endorsement of the Lanston Monotype Machine Company, as being suited for work in connection with their machines. Every detail of construction has been thoroughly tested as to economical working qualities before being adopted.

The result is a system of Cases and Cabinets which will save not less than 25% in space, as has been proven at the Government Printing Office, where 68 Cabinets have been installed. Also it saves from 25 to 50% in the time of the workman.

DOES SUCH A SAVING MEAN ANYTHING TO YOU? If so, send for the 16-page descriptive circular and price list, showing 40 half-tone illustrations of this new composing outfit.

WHEN IT'S NEW IT'S HAMILTON'S.

The Monotype Cabinets and Cases are manufactured exclusively by the Hamilton Manufacturing Company, and are for sale by all prominent dealers in printers' supplies.

SEND FOR CIRCULAR.

THE HAMILTON MFG. CO.

Eastern Office and Warehouse
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Main Office and Factory
TWO RIVERS, WIS.

A valuable line gauge mailed free to every printer who will ask for it

The Largest Electrotype Foundry on Earth - - - - - -
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Manufacturers Best Printers' Rollers
Brass Rule Spaces Quads

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J.A.K.

"It's the Wounded Bird That Flutters"

Since we began early in February to push the sale of the **Two-letter Junior,** concerns which have something different in the composing line to sell have rent the air with distressing cries of warning—that the Junior is an Experiment,—a has-been,—a make-shift.

THE RECORDS SHOW

That there are over 100 one-letter Juniors in successful operation today.

That the completion of an eight-story addition to our great factory enables us to devote a special department to its manufacture.

That since our announcement early in February over **85 Two-letter Juniors** have been sold.

That **28 Two-letter Juniors** were sold in May.

If you are hesitating about installing a Junior because of the above mentioned "cries of warning", see a two-letter Junior in operation, write us for the booklet entitled

"A LONG TAKE"

read what many users have really found the Junior to be; and after seeing and reading we feel sure you will agree with us that

"It's the Wounded Bird That Flutters"

$1500
On Easy Terms
Buys

A Two-Letter Junior

6 to 10 point body; 6 and 8 point faces; speed 3000 6 point pica ems an hour.

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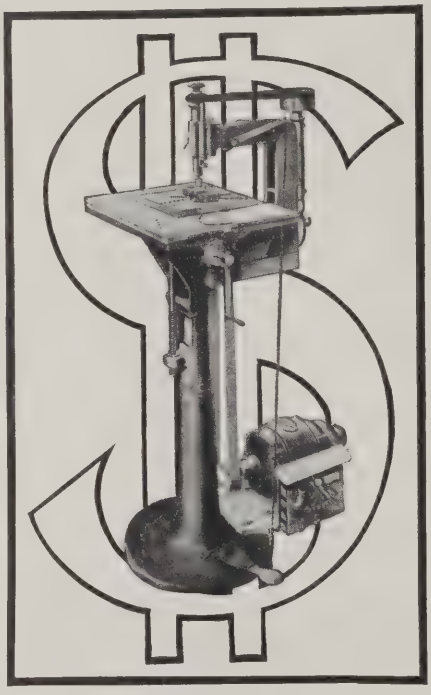
A PRINTER'S TOOL designed on lines suggested by the Practical Printer that will **Saw, Trim, Miter, Bevel, Drill, Route, Mortise,** inside and out, **Jig-Saw, Grind** and **Plane Type-High**—every operation to **point measurement.**



Our Selling Method

LET us send you the machine for a trial, and if it doesn't show you in thirty days that it is a worry-saver and a money-maker and worth keeping, send it back.

Talk No. 3—Doing All The Work

¶ Mr. Job Printer, do you ever experience delays and dissatisfaction with work that you send out; not to mention the expense?

¶ You want a plate mortised, inside or out, a line routed out, or a cut trimmed to standard measurement.

¶ The job is in the forms, or may even be on the press, when a change is desired.

¶ But you must send the work to the engraver's or electrotyper's. It is often delayed, sometimes only a little, but just enough to make the difference between today and tomorrow in the delivery to your customer, and enough to lose you a few dollars in waiting time.

¶ And when the work *does* come back! Does it fit?

¶ *Not always.* Hardly *ever,* in *fact*; (for engravers and electrotypers do not produce their work to point measurements.)

¶ More delay and more work in *making* it fit.

¶ But we haven't room to recount your composing room troubles, even if we knew them all.

¶ We just want to point the way to avoid them and save time and real money.

¶ On a Miller Saw-Trimmer you can do *all* the work you are sending out. That saves the *expense,* the *money.*

¶ The work doesn't have to wait. That saves the *time* of compositor, and pressman and PRESS.

¶ The work is *absolutely accurate.* That saves *further delay* and *work.*

¶ *And remember,* we have mentioned *only one or two* of the dozen time- and money-saving operations of the Miller Saw-Trimmer.

¶ It is considered indispensable in the newspaper composing room; and yet it saves the job printer in four times as many ways as it saves the newspaper man.

¶ Get one for 30 days and keep track of the saving. If it doesn't save an encouraging percentage of its cost, send it back.

¶ This trial guarantee is without strings or reservations. We don't want any printer to keep a Miller Saw-Trimmer if it doesn't do *for him* what we claim.

¶ We want *every* printer to have one if it *does* make him money.

¶ And the only way to prove its value is to try it.

¶ Now is the best time.

Miller Saw-Trimmer Co., Milwaukee, Wis.

THE MONOTYPE

Both Makes
The only Sorts Caster **AND** Sets Type
Composing Machine

Casts Type in All Sizes
5-point to 36-point
Body Type, Display Type
Borders, Spaces and Quads

For All Kinds of Composition
Plain or Intricate
All Sizes 5-point to 14-point
Any Measure Up to 60 Picas

"The Versatile Machine that Keeps Itself Busy"

For those specialists in versatility, the proprietors of combination newspaper and job offices, we have prepared a special message. Shall we send it?

LANSTON MONOTYPE MACHINE CO.

1231 Callowhill Street, Philadelphia, Pa.

EVERY TYPE border and space in this page cast on the MONOTYPE

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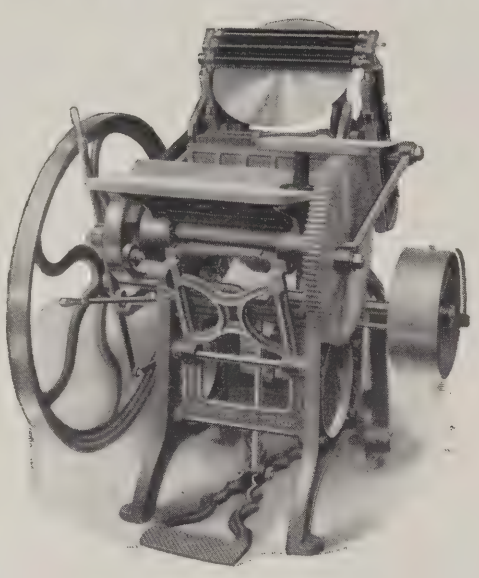

Has won friends over the whole world, always receiving everywhere highest commendation.

A rigid factory inspection insures perfection before a single press is permitted to leave the factory—"It is better to detect than to have to correct," has been followed in the making of each machine.

The Chandler & Price Company

Manufacturers of High Grade Printing Machinery. Cleveland, Ohio, U. S. A.

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

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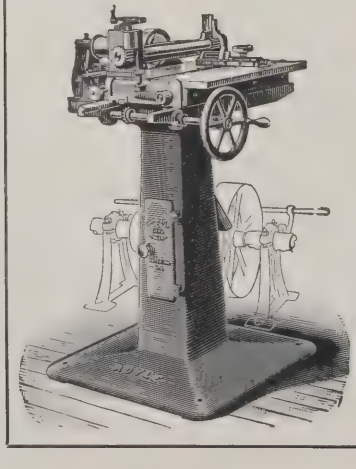

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From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

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Rebuilt Model 1, 2-letter Linotypes, with new matrices, new spacebands and Universal mold for $2000.00. F. O. B. Chicago.

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We Repair Spacebands

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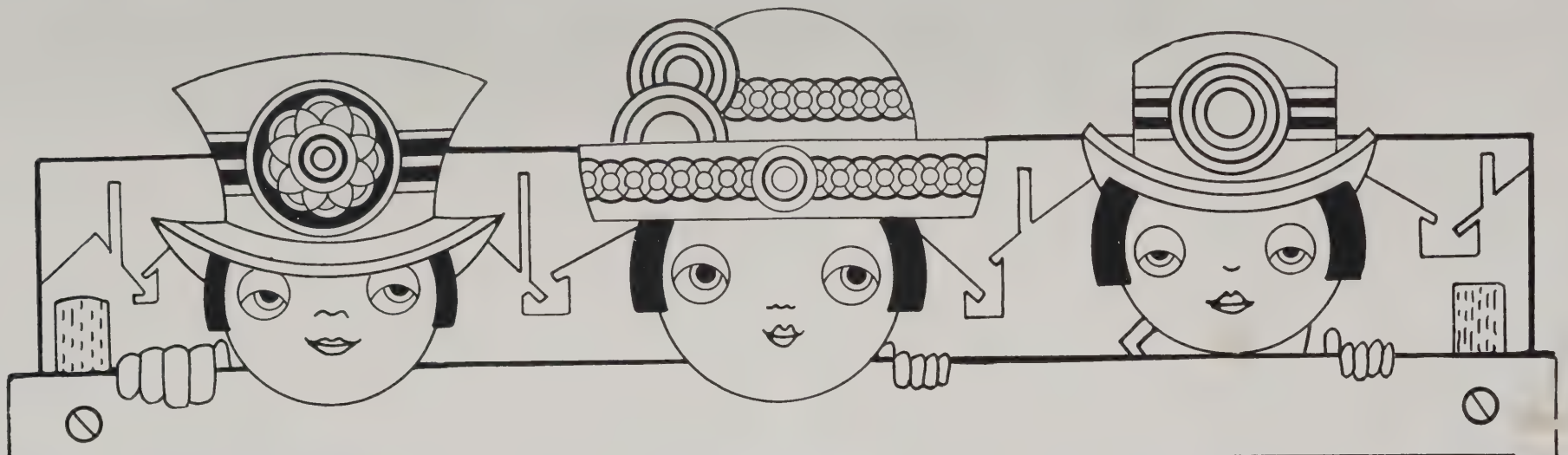

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The Best and Handsomest Machine Ever Made

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Made with the precision of a Watch and the Strength of the Finest and most durable Steel

PRICE JUST REDUCED FROM $14 to $8

Price of No. 28 (six instead of five wheels) Reduced from $18 to $10

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AUTOMATIC REGISTER GAUGE

The Great Side Guide for color-work on Platen Presses.

Registers to a split-hair,

Saves Stock,

Increases output.

Send for booklet, specimens, and prices.

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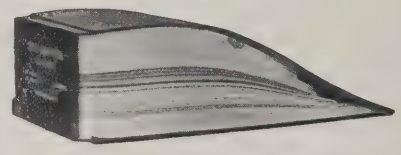

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One-Man Type Setter

EVERY USER OF THIS MACHINE HAS A

TWO-LETTER SIMPLEX
THREE-LETTER SIMPLEX
FOUR-LETTER SIMPLEX

OR A

FOUR-ALPHABET SIMPLEX
SIX-ALPHABET SIMPLEX
EIGHT-ALPHABET SIMPLEX

According to the fonts of machine type he puts in. A printer who has 8-Pt. Old Style, 9-Pt. Modern, 10-Pt. Old Style and 11-Pt. Modern (all cast on 10-Pt. body), setting them all on one Simplex machine, has what is practically a Four-Letter machine. It could just as well be an Eight-Letter machine, if he had use for such a variety.

He can readily change one font to another in the machine.

He does not have to change his machine back in order to correct proofs, but corrects by hand from the cases.

He gets the same quality of work as by hand composition, and does not have to reduce the price of his work to make up for inferiority in quality.

He has not only the best but the cheapest printing surface, as the cost of type per issue is less than melting and casting metal per issue.

His Simplex is ready for business at any minute, night or day, without waiting to heat up.

He does not require skilled experts, but can successfully use his ordinary printers, who can make themselves otherwise useful if work for machine is temporarily lacking.

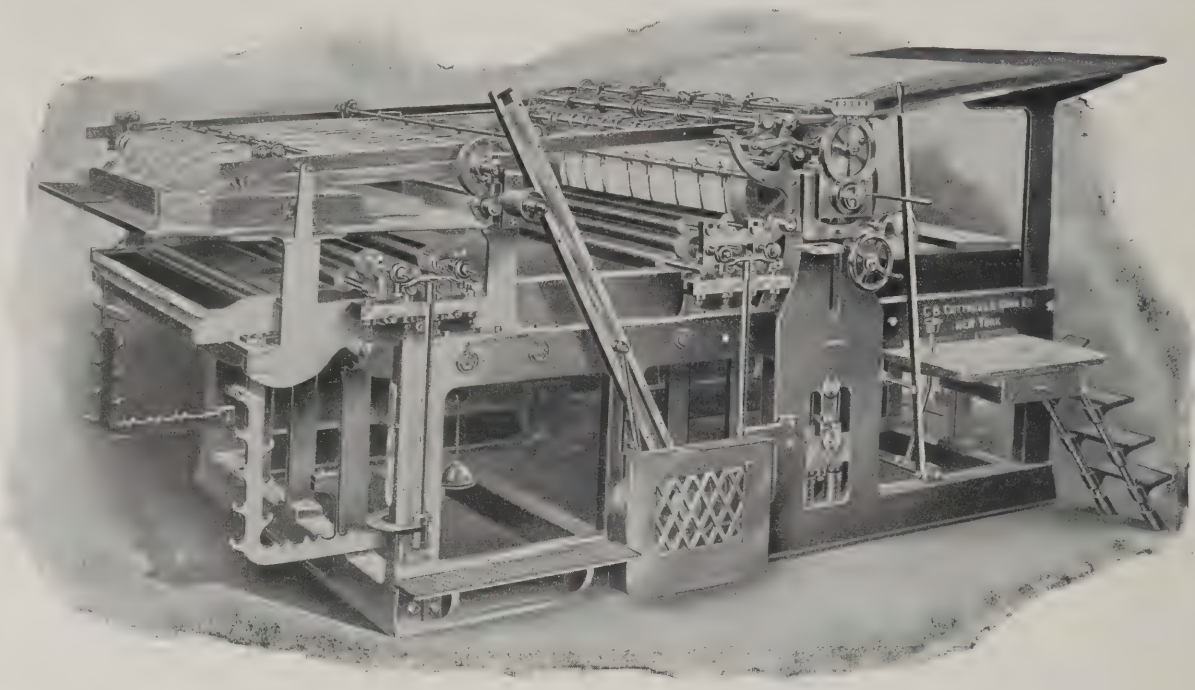
He finds that, as a general, all-around machine, the Simplex is the most useful, most economical and most profitable.

Let us tell you all about it, and quote you our very easy terms of installation whereby the Simplex pays its own way.

THE UNITYPE COMPANY

200 Monroe Street, Chicago, Ill.
818 Mission Street, San Francisco, Cal.

HERBERT L. BAKER, General Manager
148-156 Sands Street, BROOKLYN, N. Y.



THE COTTRELL

High-Speed Two-Revolution Press

The STANDARD Printing Machine of Printerdom.

This Press is famous for its

Convenience for the Printer
Economy in cost of Product
Capability and Rigidity

Because it is equipped with attachments that really enhance its usefulness.

Because of its Speed, Adaptability and Scientific construction.

Built for the finest quality of printing, especially process color work, it has always exceeded the expectations of the purchaser.

Steady, reliable and easy running, the COTTRELL PRESS is universally known as a profit making machine.

ITS DISTINCTIVE FEATURES ARE

- SPEED
- RIGIDITY under IMPRESSION
- CONVERTIBLE SHEET DELIVERY
- DISTRIBUTION
- ABSOLUTE REGISTER

C. B. COTTRELL & SONS COMPANY

MANUFACTURERS OF PRINTING PRESSES

41 Park Row
NEW YORK, N. Y.

Works
WESTERLY, R. I.

279 Dearborn St.
CHICAGO, ILL.

UNIFORMLY EXCELLENT

ULLMAN'S INKS

LET THE PANIC BE DAMMED

We had no panic
Because we make
Doubletone Inks and Ullmanines.

Our customers had no panic
Because they use
Doubletone Inks and Ullmanines.

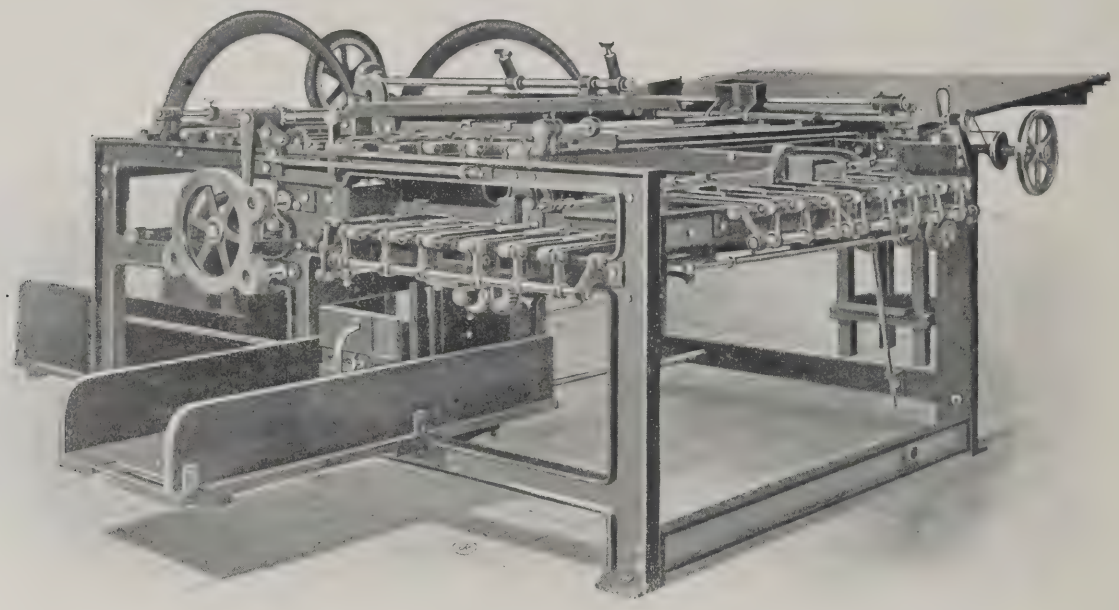
Neither in result nor cost
Can you compete with
The printer who uses
Doubletone Inks and Ullmanines.

If you do not use them
A word to the wise
Is sufficient.

SIGMUND ULLMAN CO
NEW YORK
CHICAGO
PHILADELPHIA

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

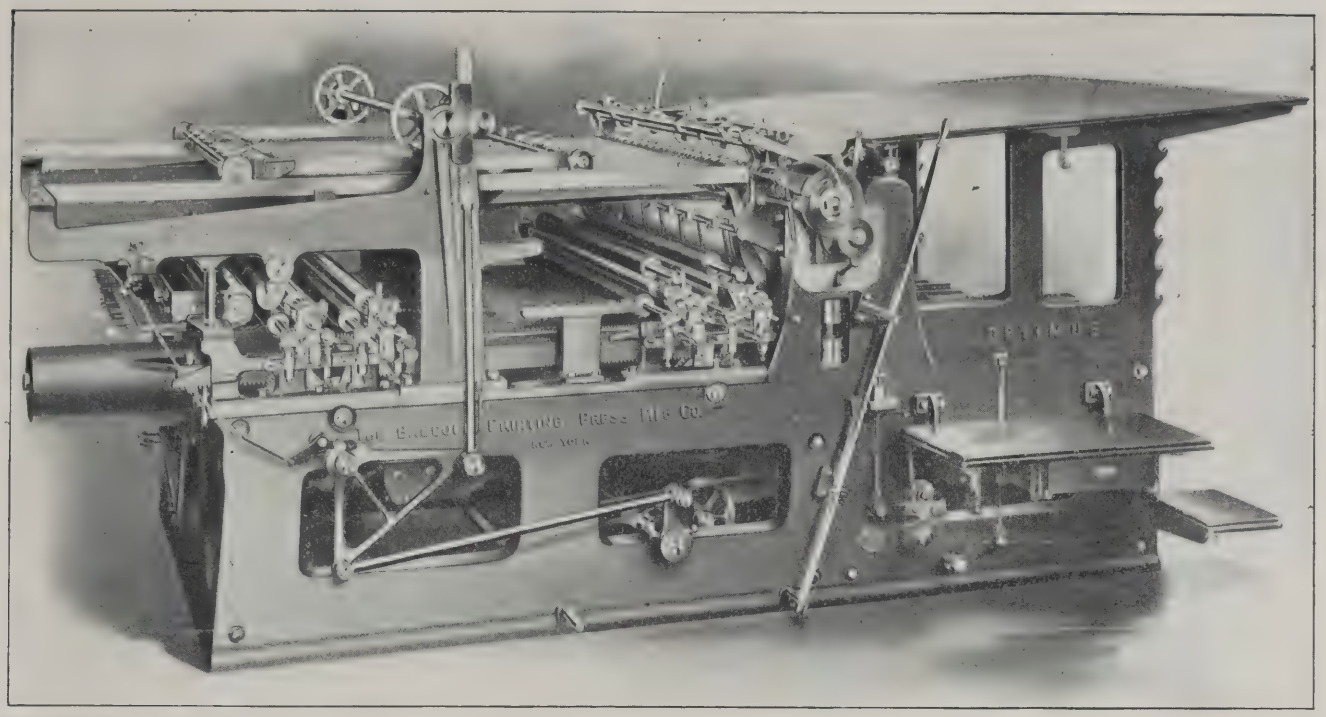
Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: THOS. CROFTS, 150 Nassau Street
Chicago Agency: CHAMPLIN TYPE & MCHY. CO 121 Plymouth Ct.

¶ Our re-etched halftones produce the finest possible results under print shop conditions at a minimum of time, labor and expense.

¶ The depth of etching makes a plate particularly desirable for newspaper work as well as for the better grades of paper on which delicate gradations of light and shade can be secured to a nicety.

BUCKBEE-MEARS COMPANY
DESIGNERS
ENGRAVERS
355 Minnesota Street ST. PAUL, MINN.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha; Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; The Barnhart Type Foundry Co., Dallas; E. C. Palmer & Co., Ltd., New Orleans; National Paper & Type Co., City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply Company, Seattle; Pacific States Type Foundry, San Francisco.

The Babcock Optimus
The Babcock Optimus

The sure way to get a square deal is to give it.

We begin this away back with the blue prints, which demand unusual weight and strength, and with the raw material. Whatever is used in the Optimus is the best. Some of the steel is of our own special analysis.

All is worked and fashioned by men long trained in their tasks. Some of the machines and tools of precision are not found in any other factory.

The utmost care is taken in assembling and fitting. All important bearings are scraped and hand finished to perfect contacts. There is no other way to secure this excellence.

The finished machine is given thorough inspections and trials before it is shipped. Not one man does this, but a number, each an expert in his special feature of press construction.

From coal to paint nothing is neglected. Unstinted effort in alert and intelligent supervision aims at faultlessness.

As a result the Optimus goes out as good as human foresight and vigilant painstaking can accomplish. No machine can be better.

It moves off smoothly. It gives little or no bother all the years of its long life. It can be depended upon for the maximum always—in work, in endurance, in satisfaction.

From pattern to packing, from selling to settlement, the Optimus is a square deal.

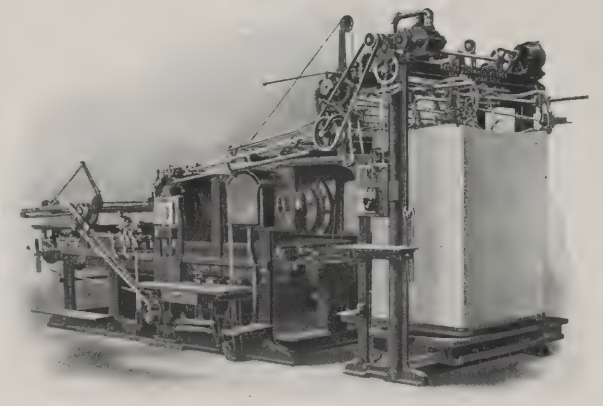
This is returned to us by customers who order again and again, until each owns many machines; by those who substitute Optimus quality for the less efficient, and in other ways.

The Babcock Optimus

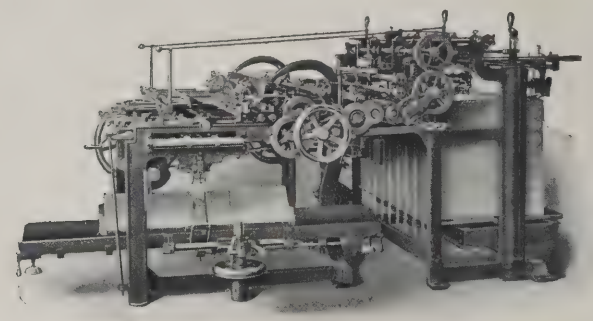
SET IN BARNHART OLD STYLE AND AUTHORS ROMAN

DEXTER

FOLDERS FEEDERS CUTTERS



THE DEXTER AUTOMATIC PRESS FEEDER



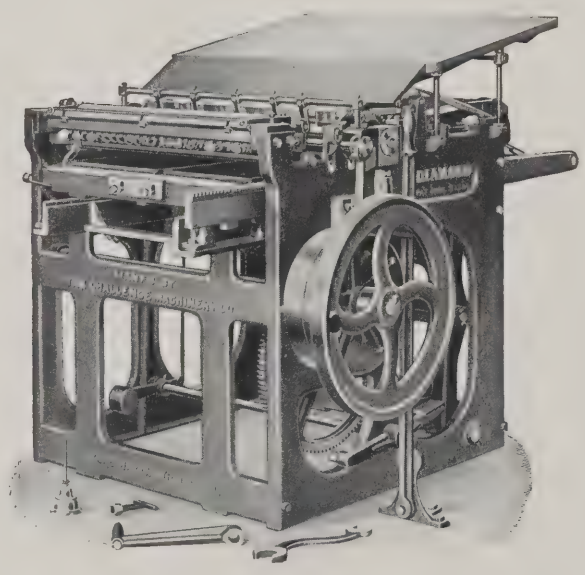
THE DEXTER DOUBLE 16 DROP ROLL FOLDER

Dexter Machines can be depended upon for greatest service

Factory
PEARL RIVER, N. Y.

DEXTER FOLDER CO.
NEW YORK CHICAGO BOSTON SAN FRANCISCO

SECURE THE PROOFS



Write us regarding the Diamond Cylinder Press and we will take pleasure in mailing you some specimens of work which show conclusively the quality of work the machine turns out. We will also send you on request the names of users in your locality. They will tell you the Diamond is the best low-priced newspaper press built. Or, if you prefer to study its construction, send for our booklet, "Directions for Erecting and Operating." It will pay you to learn more of the Diamond.

Sold by Dealers Everywhere

Manufactured by **The CHALLENGE MACHINERY CO.,** Grand Haven, Mich. U. S. A.

Salesroom and Warehouse 194-196 Fifth Ave., Chicago.

National Printer Journalist

Volume Twenty-six | Chicago, July, 1908 | Number Seven

COPY AND DISPLAY

BY R. R. SHUMAN, ASSISTANT EDITOR AND MANAGER THE NOVELTY NEWS, CHICAGO.*

"COPY and Display," as a subject, needs no apology, for upon these two foundation stones rest the main supporting columns of the structures that we are rearing.

We are in business to make money for our advertisers if they will let us do it. Our permanent success and growth depend upon our practical usefulness to our subscribers, and through them, our practical dollar-service to our advertisers.

Our papers are clearing houses, bringing inventor and manufacturer, buyer and seller, producer and jobber and consumer, together in the shortest time at the least expense of labor and money to each.

There is a striking analogy between an advertisement and a speech. In fact, an ad. is, or should be, a selling talk put into type. The dress of the ad.—its display—takes the place of the personality and voice of the speaking salesman, while the text of the ad. is the selling talk itself.

The dress, presence and voice of the speaking salesman are important because personal impressions are powerful in influencing sales, but the salesman with poor voice and presence may overcome even formidable handicaps. With the ad. this dress, this presence, are more than important—*they are vital* because the poorly presented ad. is not read at all. It's like the salesman whose make-up is so hopelessly bad that he never gets beyond the office boy who guards the outer portals of the prospective purchaser.

Display is the dress and copy the selling talk, and one is as important as the other. A third requisite is the suitableness of the medium to the goods advertised. Hard as advertising is to get, every one of us has had advertising offered to him that was foredoomed to failure because the goods were brought to the wrong market. While it is true that a resourceful yankee did once succeed in disposing of a shipload of warming pans to natives of the Congo country, they were not used as warming pans but as musical instruments. We all of us have a pretty well defined mental picture of our readers. They don't come so easy that we lose them in the crowd. And knowing their buying area, we do ourselves permanent wrong by accepting advertising that is given us from a mistaken conception of our field.

I grant that this is an exception, but it comes often enough to test the rule, that the super-critically educated space buyer of today has learned to ask some very pointed questions about quantity and quality and geographical distribution of the subscription list, and sprinkles salt on your replies at that. He wants to be shown, and though the only way we can show him is by getting him to agree to pay our rate for the first insertion, he's disgustingly slow about putting his name down on our card for the first dance. Once our smiles and wiles have won him over thus far, the rest is easy provided we can show him that we can dance in a way to show him off to good advantage. If we stumble or step on his toes on the first turn 'round the room, Lord help us—our goose is cooked, not only for him but for all his friends, not for this performance only, but for all time.

Here's where the importance of *pulling copy and display* comes in.

Some advertisers are getting too all-fired wise. When we tell one of these over-wise boys that if he pays us so much an hour for fishing from our boat we'll take him to a pool of fine fish, he comes right back with the statement that if we are not lying we can afford to row him up stream to the fish-hole, and that *if he catches as many fish as we say* he will, he'll pay us full rate, but that if he doesn't it's all off and he gets a free ride.

Suppose we take his offer—which, by the way we won't—break our locks rowing him five miles up the rapids, only to find that his tackle is so hopelessly bad and his skill so lacking that he doesn't even get a strike.

Or, dropping this metaphor and gradually floating into another, we have the wise boy who says:

"Oh, they all say that. Will you *guarantee* it? I'll tell you what I'll do. I'll put an ad in your paper, key the returns and pay you 20 per cent on all sales I make. Now isn't that fair?"

The proposition sounds reasonable, but is it?

Let us see what it means. It means that you as a publisher must know that the advertiser's goods are right, his follow-up right, and, most of all, that his copy is right. It would take you longer to gather this data than the ad. is worth to you.

To such propositions I say: "No, the proposition is not fair. What we do is to hire a hall, assemble the audience of buyers, and invite you onto the platform to make your talk. I have no guarantee that you will not make a d—n fool of yourself when you get up to

*Read before the Trade Press Association, Chicago, June 1. The paper itself was followed by a criticism of ads displayed on the screen by a stereopticon.

talk, or even if you don't, that the proposition that you will offer will interest my audience. The opportunity that I offer you to talk to 10,000 possible buyers of your goods is alone worth what it costs. The rest is up to you."

Now let me carry this simile a little further and see how different sizes of ads. stack up. Permit me to quote a short editorial on this subject published in the May issue of the *Novelty News*:—

WHISPER ADVERTISEMENTS.

A small space is a whisper. Does it not make you mad when you go to a public meeting, banquet, or some other affair where there are speakers, to have a fellow get up and make his mouth go without emitting enough sound to make himself audible to any except those immediately in front of him?

That's the "one inch" man, who is on the subscription list of the paper in which he advertises and gets up in his feeble way and whispers his shrinking little message, winning the pity of those who cannot hear and the disgust of those who can.

What a relief it is after passing through such a painful experience to have some big-chested, clear-eyed, level-headed speaker get up and fill the hall with the resonance of his voice. That is the double-column, full-page man with good copy and good cuts in his ad.

Nothing is more exasperating to a publisher of a paper than to see a fellow who can well afford to use adequate space whose proposotion is good and will win if properly presented, so blinded by the 10-cent piece, which he holds against his eyeballs to the cutting off his vision, against his own interests that he uses one, two or three inches of space and tries to crowd a column's worth into that.

Here is also, a display ad published in the same issue:

DO YOU WANT TO TALK BUSINESS TO AN AUDIENCE OF 10,000 HARD-HEADED BUSINESS MEN WHO HAVE MILLIONS TO SPEND FOR ADVERTISING OR FOR PREMIUM GOODS?

Step up onto the platform, sir, and make your speech. We have hired the hall, and the audience is all assembled, eagerly waiting. Each man paid a dollar to get in, and is there for a purpose.

Whisper to them in a little one-inch ad, and perhaps the baldhead row will hear you; talk in a half-column voice, and most of the audience will hear you; swell your voice to a column, and the crowd will begin to get out their note-books and order blanks; shout out your message in a full-lunged page and the great audience will rise and cheer and begin raining dollars at your feet.

The one inch ad. never paid anybody outside professional cards, or wants. It loses money for the publisher and it loses opportunity to make money for the advertiser.

Isn't it an amazing fact that a business man who will not hesitate for a moment to put an extra salesman, at a cost, for salary and expenses of at least $300 a month —one salesman who at best can call on, not over 300 prospects a month—will fall in a cataleptic fit when a publisher suggests to him that he expend $50 a month in a paper that will tell his story to 10,000, and will think he's a pretty bold fellow if he spends $10 to $25 a month in his address to the great audience you reach?

One fellow down in Indiana wrote us after taking a 10 inch ad. one time: "Please discontinue my ad. I got only 41 replies and haven't closed a single sale." Our representative called on him a week later, found he had up to that time received a total of 60 replies and had made one sale of $300 worth. How he happened to make that sale was a mystery, for his only follow-up was a cheap, abominably printed circular which he sent out under 1c postage and let it go at that. Yet he blamed *"The Novelty News"* for not flooding him with orders.

The time is coming when papers must employ men competent to study out a man's whole advertising campaign, and to help him with it, at least to the extent of writing his ads in that paper and advising him on the follow-up. Mr. Hugh Wilson is now doing this with marked success and even the staid old *Iron Age*, which is commonly supposed to have to insult people to keep them from forcing themselves into its columns, is now maintaining a Copy Department and getting up very decent ads, at that.

My friend Thurneau, who is making a success of his *Office Outfitter* in the face of adverse postal regulations and in time of financial depression, gets more advertising through his copy service than through any other means. He pits his time and skill against the other man's money, gets up corking good ads, has them drawn and lettered beautifully on heavy cardboard, with cuts from the man's catalogue pasted into the copy, and sends him the ad. packed like, a rare engraving, with an invitation to sign a year's contract. His experience is that he gets contracts from almost a fixed and withal a very satisfactory percentage of the people thus approached, and as a rule the one original ad is continued so many issues that his type-setting is reduced and he is not in a constant stew to get copy and cuts from his advertisers.

The trouble with nine-tenths of the people, approached to advertise, is that they don't know how to advertise and the task of framing up an ad. is so formidable that they dodge it whenever possible by staying out altogether. Do this work for them in advance and you put them under a sort of obligation to you, earn their esteem and admiration for your enterprise and in the fullness of time get their business.

As publishers, we know that it costs us heavily to change ads every issue, yet we go out of our way to induce our advertisers to do this because we want their advertising to pay; but so many advertisers increase the hardship by delaying until the 59th minute of the 11th hour, and then send in a lot of rot that never would and never could pull, that we are often tempted to throw it on the floor and write the offender that this paper is published to help business men get business and not to expose the stupidity of d—n fools.

Of course we don't do this, but it would be a moment of joy unspeakable if we could.

So much time is lost in trying to make a decent ad. out of rotten copy, or in trying to crowd a column's worth of stuff into two inches, that I am becoming convinced that it would be cheaper in the long run for every live paper to write a series of say six different ads for each customer, get him to O. K., them all at once, giving the rotation or schedule of insertions, have them all set and electrotyped and on hand. This will prevent the advertiser from cancelling and will avoid the travail of spirit and the nights of overtime work that is now our portion the week before the forms close. In fact, let me announce right here that it is my belief that 50 per cent of the cancellations given to papers would be avoided by this copy-in-advance plan of operation, because copy once O. K'd, the matter is closed in the advertiser's mind, he is not hounded before each issue in terms more or less peremptory for copy and cuts, and he feels that the service you have performed and the expense you have incurred practically obligate him to continue through the contract in your paper, no matter how he applies the ax to the rest.

Now let us get a little closer to the copy subject. Here's John Smith, duly given a place on the platform and a chance to address your audience. He gets up in a weak little 1-inch-card-voice and says: "I'm John Smith. I make calendars. My address is 99 Sleepy

Hollow", and then retires. Is he an advertiser? or only a plain d—n fool? It depends. Perhaps that's all he dare say, as any more extended reference to his line might show its inferiority. Then he's where he belongs, down at the bottom of the column of a back page among the rest of the pikers.

Then comes Henry Jones. His voice is louder and he announces: "I'm Henry Jones. I make calendars, and good ones. Let me send you some samples", and retires. He's the half column or quarter page "card" man, and gets better treatment.

The next speaker is William Bright. As he steps forward the audience begins to sit up and take notice because his stage presence and his dress are good. He shows pictures of his line, tells why and how he can do better than the rest, and in a double column or a big full-page voice makes the hall ring with his arguments. He is an advertiser. He makes money out of advertising. He is your friend because he makes money out of your paper. He is a friend of advertising because he has more than a speaking acquaintance with it, and he's the very man you can get into your columns by writing his speech for him in advance.

A business card is not an ad., but a sign, and the card man should not be called an advertiser any more than a deaf mute, who hands you a begging card, could be called a salesman.

I hold that it requires a higher order of salesmanship to pull business through advertising than it does through the personal-call method because the ad is cold type, robbed of the advantage of the magnetic presence of the flesh and blood salesman, and can be ignored altogether, while the salesman waiting in the outer office must be recognized even if it is only by telling him to go about his business. The lack of this high order of paper salesmanship on the part of our advertisers is the only thing that prevents our sitting in sumptuous offices and haughtily refusing this and that applicant for space, just as the rude people who lack this salesmanship are now turning down our gentlemanly space-missionaries.

NOW, WHAT IS GOOD COPY?

It is simply a sensible, succinct, striking, selling talk, with emphasis on the right point and only enough detail to excite the desire to possess the thing advertised, or at least the inclination on the part of the reader to make further investigation.

And adequate space is a necessary part of good copy. The best page ad ever written is not good copy when it is crowded in 6 point type into a quarter-page. That ad is like the fellow on the platform who talks well, but in a voice so weak that few can hear him, and on the other hand, a full-page announcement that does not announce, is not good copy even though the size of the ad forced a certain amount of attention. That ad is like the big bellowing salesman who forces your attention by his stage presence and makes you hear him by the use of pure lung power, but says nothing worth hearing when he does get your ear.

The best salesmen are the ones who have a logically connected talk, clearly, briefly and convincingly presented, and the best ads are the ones that do the same thing.

I have coined a phrase that I believe defines good advertising, it is:

Good Advertising
Is Easy Reading
Worth Reading

On the important matter of type and display, I wish to offer the following observations, which are my own purely, and which I do not present as being either universal or infallible. I do believe, however, that their application is sufficiently broad to make them well worth reading:

1. The successful ad, typographically, is the one that is easily and quickly read. The contrasts in height and the predominence of curved outlines make it easier for the eye to grasp display lines in caps and lower case than in all caps, so the cap and l. c. line is preferable to the all caps.

2. At least one-third the space in each ad should be white paper, as less than this does not afford the proper contrast or high light to make easy reading. In figuring this space I count leading between lines as part of the white space. In fact, I would lay it down as a general proposition that no part of any ad should be set solid, and that if copy compels it, 6 pt. leaded is better than 8 point solid.

3. Black against white is more easily read than white against black; hence, reverse plates are not good advertising.

4. As contrast is the soul of display, the one man who has his ad set in light face usually gets a bigger money's worth than the other ten on the page who want the blackest kind of display.

5. For the same reason, under the present preponderance of borders of all kinds, the borderless ad has the advantage of display when sandwiched in among a bunch of black boxes.

6. The advertiser's name should follow, not precede the thing advertised, because people who read advertisements are looking for things to buy, and the thing a man has to sell should be given precedence over his name and address.

7. One series of type should be used throughout an ad rather than mixing the series, as jarring type faces destroy the continuity of attention of the reader. Successful advertising is "easy reading, worth reading."

8. Display lines should be few. The best ads have only one, or at most two. When a woman writes a letter and underscores two-thirds of her words, she emphasizes nothing. It is not the loud voice of the orator that commands and holds attention, but the contrasts between oratorical and conversational, and the less frequently he makes the rafters ring, the more effective will be the climaxes when they do come.

9. One point made and clinched in an ad is more valuable to the advertiser than forty points droned in a non-convincing monotone. This one point should be given emphasis in the type display, with the others held down in proportion to space limitations.

This one topic-to-an-ad style of advertising makes necessary a series, logically connected, and is advantageous to us as publishers because it necessitates a continuous use of our columns over a long period of time, and permits us to sign up a man for the full period and prepare his copy in advance, thus ending for that period the heart-breaking struggle for copy.

The series-advertising also permits us to give the advertiser's copy and display careful study and to deliver him through our columns a finished product that will be as creditable to us as it is profitable to him.

LATE COPY.

I spoke of the mad struggle for copy. It is the bane of our lives, and the chief cause of nine-tenths of the shortcomings, errors or omissions that leave behind each issue a wake of advertisers who try to find some excuse for withholding payment in part or in whole for the services rendered.

UNIVERSITY OF

It is maddening that nine-tenths of our advertisers put off their copy and cuts until the 59th minute of the 11th hour—not once in a while, but every issue. This means hasty, careless ad-setting, unsatisfactory make-up, expensive double-time, overtime and "hell-to-pay," generally.

Its cause? Two-fold: First, the proneness of mankind to procrastinate, and second, the fact that the writing of a simple ad is harder to the average man than any other duty he sets himself to do, and for this reason he puts it off until you've sent him a couple of telegrams at your own expense.

THE REMEDY?

1. Leave him out; run his last ad; or set in his space his name and address with statement that copy was not received at time of going to press.

2. Make him pay for telegrams and for overtime caused by his delay.

3. Penalize him by giving him the worst possible position and killing his free reader.

4. And—this is the real remedy—prepare copy for a series of ads for him, set the ads all at once and get a definite schedule from him of the dates or rotation. This is the way the big agencies do, and their experience is worth something to us.

CHARACTER IN ADS.

I have compared ads to speeches from the platform. That comparison had to do mainly with the display and only incidentally to the text or wording.

I shall now draw some comparisons between ads and their prototypes in men, dealing particularly with the subject matter of the ad, and only incidentally with the size and display.

Leaving out of consideration the professional card, which, by force of conventional ethics, dare be only a card, I will begin by taking another fall out of the poor unfortunate one-inch advertiser.

He is one of two things—too poor or too stingy—to take more space, and whether rich or poor he is nearly always a cheap skate and a piker who is sure to demand more editorial favors than the real business man who does business on business principles. When such a piker enters your office door in person and asks for "the editor," you know at a glance that he is a piker, and when the one-inch ad comes in by mail you see, in your mind's eye, exactly the same piker-personality at the other end of the route—too poor or too narrow to do anything well—uses cheap stationary, abominably-printed circulars, underpaid office and factory help, second-hand equipment: his whole establishment like a tree dead at the top, with approaching death written on every bough, twig and leaf.

I do not discuss the wording of one-inch ads because nobody worth while reads them and because whatever the type says, the size says, "I'm a cheap skate; I'm trying to skin the publisher, and I'll do you, too, if you give me a chance. Better let me alone."

Next we have the ad that has good size and dress and presence, and would command respect if printed in a language you could not understand. He's the self-made braggart, the bone-filled wind-bag, the self-centered bore. He starts out with his NAME, insisting on the biggest type, then a paragraph or two about how he leads and others follow and how the whole world is ringing with his praises, etc., etc., *ad nauseum*, almost invariably worded in the third person to make it appear that the newspaper is saying these nice things—Bah! it makes me sick to handle copy like that. I don't mind taking the fellow's money because he deserves to lose it—*hasn't any right to have money*—but it's a shame to prostitute advertising to such a sickening self-praise that *nobody* for a moment believes, and which will never sell goods for the advertiser. It is ads like these that give advertising a bad name. They don't often get into the big dailies and magazines because the agencies have too good sense to permit it.

I intimated that it was a good deed done, to separate such a fool advertiser from his money, and in many cases that is true, but there are other instances where the man who sends in such copy isn't a bad sort at all, but simply loses his head when he tries to write an ad, just as many of us newspaper men accustomed to thinking through a pencil, are sane, sound, logical and even interesting in what we write, but make fools of ourselves when called upon to make a speech.

Such an advertiser may be a successful business man, and if he is you can bet money to marbles that he DOESN'T TALK THE WAY HE WRITES when he is trying to close a sale.

My next type is the successful advertisement. It is set in just enough space, not necessarily a full-page either, because there is such a thing as using too big a space as it is entirely possible to be too noisy or too emphatic in presenting your selling talk by word of mouth. This successful ad then, has a space proportionate to the importance of the message it imparts, and the message consists in the simplest possible statement of *informing* facts and figures—tells the reader in logical sequence just what he wants to know, or as much as it is wise to let him know in advance, before actual negotiations are opened.

This sort of advertisement is typical of the earnest, honest, magnetic salesman who answers your questions promptly and frankly, who tells the story of his goods in few words, but with such convincing force that you are bound to believe him.

He is your real advertiser. He is a credit to your columns. He makes money out of his advertising and lifelong business friendships. He wins the esteem of every man on the paper and can have anything within reason in the shape of an editorial courtesy. He knows what to expect from his advertising, and if he doesn't get it he quits and has a right to quit. Good business judgment sticks out all over his copy, and if the man who writes such copy has the say as to the space that shall be bought—which too often, alas, is not the case—any paper that can show reasonably good results may be sure of a sufficient number of runs to give his medium a fair test.

And that brings me to the seventeenthly of my sermon—the matter of keying. Some time ago I asserted that an ad that was not worth keying was not worth running, because in no other way could the advertiser know whether his message was right for the people to whom the paper delivered it. I was opposed in this statement with a good deal of vigor, and I know I earned the reputation of being an extremist then and there.

But I repeat the statement that, as a general rule, with only here and there an exception, it is to the advertiser's advantage to key his ads, and that a publisher who has faith in the pulling power of his paper

for any given advertiser should encourage him to key his copy, particularly where he uses the same copy in a number of papers. The very act of making such a recommendation inspires confidence because it shows the advertiser that you mean to deliver the goods.

This illustrates again the close personal interest which a publisher, and particularly an advertising solicitor, should take in the advertiser's copy, and the advertiser appreciates this personal interest tremendously, giving it, if possible, even greater value than it really has.

If the first keyed ad does not bring expected results, the solicitor has enough ingenuity to find a reason that will leave his paper blameless, and to suggest a new angle of attack in the next advertisement, helping the advertiser with his copy when permitted to do so. In that way the advertiser soon takes as much interest in devising a way to make your paper pay the biggest returns as you do, and enjoys nothing better than to sit down with you or your solicitor and scheme out some telling shot for the next issue that will hit the bull's eye and ring the bell.

You don't lose advertisers when you treat them like that unless your medium fails to reach the class of buyers to whom their propositions appeal.

VALUE OF THE NATIONAL PRINTER-JOURNALIST TO THE CALLINGS OF NEWSPAPER MAKING AND JOB PRINTING

BY LEON WESTMORELAND, DEMOCRAT, GREENWOOD, ARK.*

You are almost ready to go to press, the mail you want to get your papers on leaves in a short time, if you do not get your papers off on that mail you must wait twelve or twenty-four hours, and perhaps some of your rural route subscribers may not get their paper until Monday, if you miss it; an advertisement comes in, you want it to look neat, yet it must go in this issue. You go to the NATIONAL PRINTER-JOURNALIST, find one just to suit you, turn copy and example over to your printer and in a few minutes it is ready for the paper, the forms are on press and your subscribers are not disappointed.

Again you are bothered. You need money. Your subscribers owe you a few hundred dollars. You cannot think how to go after them. You pick up the NATIONAL PRINTER-JOURNALIST, the first thing you see, "How I Collected a Thousand Dollars on subscription in One Month." You adopt the plan, the money rolls in, you are happy.

You and your press man have been troubled ever since you began to feed a press about your fingers getting slick while handling papers and you have licked your fingers until you are tired of it, you pick up a NATIONAL PRINTER-JOURNALIST and read, "If press men will put glycerine on their fingers occasionally while feeding their presses their fingers will not become slick." You adopt the plan and save much time and finger licking besides the damp spots made on the paper.

Again copy for a job is handed you to be rushed. You turn to the NATIONAL-PRINTER-JOURNALIST, find an example, turn it and copy over to your printer, it is soon printed, you are pleased and your customer is rejoiced.

This is only a few of the many examples of profit that can be mentioned in connection with the NATIONAL-PRINTER-JOURNALIST.

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*Prize Essay Presented at Meeting of Arkansas Press Association.

THE VALUE AND USE OF PREMIUMS IN SECURING CIRCULATION AND BEST METHODS OF MAKING A CANVASS

BY EDWARD ARMSTRONG, CIRCULATION MANAGER, DULUTH HERALD.

ALMOST every circulator is, in the abstract, opposed to the use of premiums, but in numerous instances the lack of circulation in the concrete compels the sinking of personal preferences, and the use of some extra inducement to tie up the elusive subscriber. The paper with which the writer is at present connected, has never used premiums of any kind, nor can any necessity for them be forseen at this time.

The immediate value of a premium as a subscription getter varies in the different localities, and the ultimate value, depends upon the worth of the paper. No premium will hold subscription to a poor newspaper after the contract has expired, but other conditions being equal, premiums will often swing the reader from one paper to another. In the majority of cases the subscriber thus secured will stick unless the "other fellow" comes along later with a more valuable premium offer. It can readily be understood, therefore, that in the case of two or more publications of approximately equal value as newspapers, the same subscription results would be obtained if all agreed to stay out of the premium game. This naturally brings up the question, "What's the use?" as the handling of premiums causes extra work, worry and expense. On the other hand, the weak paper trying to compete with one or more strong ones, or a new publication, is compelled to offer some extra inducement in order to get and retain a foothold, while among papers of equal rank occupying the same field, the use of premiums by one publication will often compel the other to adopt like means of circulation expansion.

Having decided upon a premium campaign, the question arises, " What shall it be?" and experience has demonstrated that household articles are the best. Next comes books of a biographical, geographical, or historical nature. The value of the household article, of course, lies in the fact that in nine cases out of ten, it is the lady of the house who is interviewed by the canvasser. The books find a more receptive market in a business district canvass. In this connection the widely used cook book, of course, comes under the head of household articles.

Having selected the premium, the next point is the securing of a good crew manager; in fact, this is the key to the whole situation. The canvassing force is usually a good deal of a lottery, but a competent, trust-worthy manager will soon weed out the "dead ones," and produce satisfactory canvassing results. The crew manager should be capable of laying out the work and seeing that the canvassers cover thoroughly the allotted territory. He should spend a certain time with each man, note the canvasser's methods, and correct his weaknesses. By such judicious coaching, many a diamond in the rough may be developed, who might, without the proper training, be dropped from the force as incompetent.

Having obtained the order, even greater attention should be given to the delivery of both the paper and the premium. If the paper is not delivered the first day after the order is taken, the subscriber proceeds to forget all about it, and when not delivered until the

second day, the carrier is informed that "We thought you were not coming and therefore reordered our old paper." There is an inherent suspicion in the mind of every subscriber regarding a premium contract, and immediate delivery is necessary to establish the prestige of the publication. The carrier should be required to return a receipt to the office from the subscriber after the first paper is delivered. Where the circulation is wholesaled, the carrier can be relied on to do the verifying, but where salaried carriers are used, and the collections made by the office, an independent verifier is necessary to establish the validity of the contract, and ascertain the financial responsibility of the subscriber. A salaried carrier, as a rule, cannot be depended upon for such work. He generally considers his work done when the papers are delivered.

The cost, per subscriber, of a premium campaign, depends on the article used. Some premiums have to be given away. On some, the cost can be obtained from the subscriber, and some are of such apparent intrinsic value as to produce even better results. The writer conducted two canvassing campaigns a couple of years ago, in which the subscriber paid for the premium, not only enough to cover its cost, but also the salary of the canvasser, and for six months the entire crew worked without the office being required to contribute a cent for the pay-roll, except for the crew manager. The subscriber, in addition, paid the regular price for the paper. This, of course, was exceptional, and can be worked only with a premium that presents outwardly an extra fine appearance.

After all is said and done, however, the canvassing proposition always harks back to the paper itself. Premiums will secure new business for the weak publication, but at the expiration of the contracts the work has to be done all over again if the news and editorial departments do not furnish satisfactory goods.

The *Daily Star-Courier* of Kewanee, Ill., opened its splendid new building for the inspection of the publice on May 25th, and over four thousand people availed themselves of the opportunity of visiting the home of the newspaper and witnessing how a newspaper is made, and how thoughtfully arangements had been made for the carrying on the business and for the accommodation of its admiring patrons. The *Star-Courier* gives, as follows, some of the expressions by visitors that were heard, and these will give our readers some idea of the planning that has been done and the care that has been taken, to make the office of this home paper, a center of pride, pleasure and interest to all the people:

"Isn't this just grand?"

"Sakes alive, I had no idea it was such a fine building."

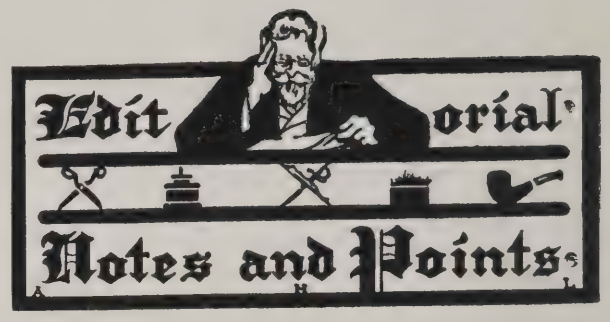
"Just look at that type-setting machine—works just like it was human, don't it?"

"Goodness me, look at that big press turn out papers—and fold 'em and count 'em, too. Don't that beat all?

"My Stars; what do you think of all this hall—simply magnificent—and those parlors, dear me, talk about comfortable. My, my, my, wouldn't this make a fine place for a banquet or for dancing—and look here at this kitchen—if that isnt convenience."

"Why, I am actually amazed. It's a mighty pretty building on the outside but I had no idea it contained so much and was so well arranged and splendidly finished and equipped on the inside."

Mr. Will Curtis has promised to tell all about the building, its purpose, construction, arrangement and management at the approaching convention of the National Editorial Association in St. Paul.



IN common with all worthy patriotic newspaper publishers, we sympathize deeply with every plan and effort for the conservation of the Nation's natural resources and the restoring of those that have been depleted by an unwise waste. Of these, forests are of first importance, for the timber not only is a necessity for use in the building and furnishing of our homes and places of business and all the innumerable lines of industry and useful manufacture, and to provide the means of transportation from the farm wagons to the great produce-laden trains that cross our States and the continent, and the great steamers that traverse our rivers and lakes and the Oceans, but the forests are essential to the preservation of equitable temperature and moisture, and the preventing of aridity. The following sent out by the Forestry Service at Washington as to conditions in Spain, shows the dire results that come from denuding a land of its timber, and points a way to a proposed remedy:

A suggestion by Spanish manufacturers that Spain plant forests for pulpwood and follow Italy's example by planting quick-growing species has been reported to this Government by Consul-General Ridgely, of Barcelona. Spain is waking to the necessity of growing her own timber. Nearly all civilized countries are moving in that direction because it is coming to be understood that countries which do not grow their own timber must go without it for a few decades.

It has been customary to cite Spain and China as examples of the distressing results which follow forest destruction. Spain is as large as Pennsylvania, Delaware, Maryland, West Virginia, Virginia, and North Carolina, but its forests have only three-fourths the extent of West Virginia's alone.

The country's population is believed not to exceed one-third of what it once was or what it might be again. Much of the denuded land is absolutely barren, with the red rock laid bare where agriculture once flourished. Hills, whose rounded forms indicate they once supported forests, are bald now and without inhabitants. In some localities peasants, with hammers, pulverize rocks and make little patches of soil for gardens.

At the present time Spain's most valuable forest product is cork. The annual cut is 30,000 tons, but the cork forests are going, as other forests went, and for the same reason—want of care. Enterprising Spaniards are just now trying to supply their country with home-made paper, but pulpwood is not to be had except by importing it. The home cut is only 2,500 tons a year—about what a single American pulp company would use in three days.

Foresters say that there is no reason why Spain might not do what France, her next neighbor on the north, has done, cover her barren places with forests, restore the soil, abate floods, mitigate droughts, provide employment for many, and furnish raw material for manufactories.

One of our newspaper friends in Kentucky has, with others, gone into the purchase of lands for the growing of timber and the promise for profit is good. It is a kind of industry that appeals very strongly to our feelings and taste but not every newspaper man is so situated as to invest in an enterprise for the growing of trees, but every newspaper editor can always find entertaining, useful, live matter for his paper and do service of inestimable value to his community, to

his county, his State and the Nation, as well as to all mankind, by encouraging, and persistently promoting—through urging and giving reasons, and the methods—the planting of trees and the economical use and preservation of timber lands and forests, and by insisting that members of State legislatures and of Congress shall make adequate provisions for the accomplishment of these needed ends. The press should heartily second every effort of the government along these lines. The highest service of the Government and of the newspapers is the conserving the natural resources of the country. Any question as to who shall hold the offices, or as to what particular political party shall be placed or kept in power, sinks into insignificance when compared or considered in connection with matters for the permanent welfare and well-being of the country and all the people. In an impoverished land there remains no opportunity for advancement and little hopes for good government, the prevention of crimes, the enforcement of laws, or even for morality or religion. Material well-being is essential to civilization and enlightenment and religion.

* * *

The Cape Girardeau, Mo., *Progress*, C. D. Tresenriter, editor, is a commendable home weekly, especially to be commended for its departments, under the captions of "Echoes," "Home Circle" and "Local Pickups." The use of short paragraphs, full of real news, point or pith, always makes a paper readable and popular. In the issue of June 5th, Hon. J. J. Russell contributed an article on the "Do Nothing" Congress that contained some wholesome truths, but then ours is not a political paper and we must be content, if we are only able to aid our readers toward the making of better and more profitable newspapers and the doing of more acceptable and effective printing and advertising in a way to bring more business.

* * *

The name of a new New York paper is the *Vade Mecum Bulletin*. It seems a peculiar, yet when analyzed, a not inappropriate name for a publication that deals with valuable facts. *Bulletin* is a quite common and appropriate name for a newspaper, as the word means, in its original sense, "a brief statement of facts respecting passing events." Brevity and facts are the essentials in good newspaper making and the word has come to signify a periodical publication—A *Vade Mecum* (go with me) is something that one carries with him as a constant companion, for frequent reference or use and is generally applied to a manual or handbook, which one can not well get along without in his particular avocation or in life, by reason of its many useful truths. If a periodical or newspaper could attain to such constant usefulness, it would certainly have come very nearly to highest perfection.

* * *

The Milton, Wis., *Journal* arises to explain, how an *"estimate"* for a book—supposedly to be of fifty pages on rough paper, "made when only a small part of the copy had been prepared, and no data could be given as to amount or style," proved to be, as is usually the case, an unfortunate guess as to the cost, and a dissatisfaction and widespread censure of the innocent printer. The quality of the paper was changed, the number of pages and the amount of halftone engraving increased, a higher grade of finished paper was demanded, and yet the printer was denounced as an extortioner because he charged more than the $60 guess, that had been stated to be only an estimate and not an agreed price. On this job, that required overtime work and consisted of 300 copies of a book of 45 pages of reading matter, 12 pages of ads, 9 halftone insert pages and cover, and $23.50 worth of engraving at cost, with no charge for ordering or expressage. The charge made was $92.50. It was less than cost to the printer, still the censure was not avoided, and accusations of dishonorable dealings were so widely circulated that the printer thought an explanation—that occupied near two columns of his newspaper—demanded by the reason of public interest that had been awakened and, as a matter of self-defense, the publisher, who was also the printer says:

> The appreciation shown for this strenuous nerve-straining performance was a semi-public announcement that we had overcharged outrageously and they never would pay the price. It was argued that inasmuch as the *Journal* does all the high school printing, we were under obligations to do this work cheap. In making that claim a few facts were ignored. While the *Journal* does do the printing for the high school and charges reasonable prices, we donate, without any charge whatever, a large amount of space every year to advertise ball-games, the *Golden Arrow* and high school events. And for the job work done we wait for our pay until the customers are ready to settle. Final payment for the *Golden Arrow* is delayed from two to six months. And sometimes it never is all paid. In addition some other work for the high school is never paid. Everybody's business is nobody's business—and the printer is the loser. We believe this frank statement of facts will convince the unprejudiced that the *Journal* has acted in good faith and played fair.

We have given this incident in printerdom, such full statement, for the reason that this is far from being an exceptional case of the kind. It affords a very important lesson. Printers are constantly beset to give "estimates" or guesses as to cost without any complete basis from which to figure. In their good nature and with a desire to please, they very frequently yield to such demands to their loss and sorrow. There are so many different conditions and surroundings, and items entering into a job of printing, that it is almost impossible—except on the simplest commercial jobs that are in work and stock repetitions one of the other—to estimate the actual cost. Yet printers will bid against each other on estimates with such incomplete data and will often obligate themselves to do the work at prices quoted, when no one can tell within from twenty-five to fifty per cent as to the actual cost. We have, in mind, a job on which sixteen of the larger printing offices in Chicago gave prices, where the lowest bid was one hundred and thirty-five dollars lower than the highest bid and yet the result showed that the highest bid was none too high. In this case, too, every item as to the finished printed product was carefully given.

The fact was that the numerous items of type composition in different measures and types to run under- and around cuts, and to secure advertising display; corrections of matter; the showing, waiting for and correcting, and securing O. K. of page proofs; the choosing, buying and handling proper stock and ink; the careful gathering, binding to an exact and satisfactory finish, in every way; the distribution of matter, wrapping cuts, properly marked and numbered, and delivering of job, and cuts properly packed in the required packages, etc., etc., were such as to make it impossible for any one, who had not previously done almost identically the same job—something that would not happen once in a thousand times—to have confidently given within the near thirty per cent of the difference in estimates, what would be a fair price for the work. Estimating is nearly always unfair, to both the printer and to the customer. The prudent printer,

if he uses reasonable discretions for his own protection, must give figures above what may seem to be the probable cost to cover unforeseen contingencies, and then half of the time, he will be either too low or too high in his estimate. Under no circumstances should a printer give an estimate or guess as to cost on partial data, and the fact is, that, nine times out of ten, it is impossible to get full details unless it be the reproduction of a complete job without change. Customers very seldom know just what they want. They expect the printer to furnish the brains and the knowledge, to lay out the plan, as well as do the work. And then they are almost certain to make changes from copy, or in the style or to add something new that has occurred to them during the progress of the work, and are scarcely every able to understand how these little things cause added cost, and are very liable to forget the changes and insist that the work done is as first ordered. The entire indifference of individuals, associations, and churches, as to uncharged services freely rendered, when it comes to getting work done for which payment must be made, is proverbial. The world and the church have been more inclined to crucify than to reward benefactors. It is coming to be a pretty general rule among newspaper publishers, to put everything on a business basis and to give as news only that which is news and of real public interest and to charge for everything else that, in any way, partakes of the character of advertising. There is no reason that a newspaper should contribute, without any credit, to a society, church, or school than that a grocer should so contribute. Churches and every other institution or association should pay for advertising for the promotion of business, gain, income, or a financial betterment just the same as merchants. The press is not a free horse to be ridden without pay and very little credit and no profit comes from free service. If the newspaper publisher wants to contribute, he should be permitted, like every one else, to select his own objects of bounty and should receive full credit for such contribution. Any other course than this cheapens the newspaper and its publisher. This same principle applies to the treatment of public officers or the seekers after public positions out of which to receive a salary and secure fame. There is no more reason why a man should get his advertising for the position of constable, or congressman free than that a man should get his advertising to sell drygoods or to sell his services as a lawyer, doctor, bookkeeper, machinist or cook, free. The men who get into office through free advertising in the newspapers very frequently show how they consider and how meanly they esteem the man who works, uses his investments and influence for nothing and pays all the expense, by treating him with contempt or indifference, and sometimes, for little cause, striving to injure his business.

Naturally the newspaper owes a service to its subscribers, its constituents, and the public, in the matter of public office and officials, and that duty should be honestly and fearlessly performed, but for public good. He owes nothing to seekers of offices or nominations thereto.

* * *

The Lee Newspaper Syndicate provided probably the largest representation of men covering the Chicago National Convention of any paper outside of the city in which the convention was held. The same will be true of the Denver Convention. Five men were assigned for both the two big conventions for the Lee Syndicate papers. The managing editors of their five papers, as follows: Davenport *Times*, J. E. Hardman; Ottumwa *Courier*, Kane Dougherty; Muscatine *Journal*, L. P. Loomis; La Crosse *Tribune*, A. M. Brayton, and Hannibal *Courier-Post*, W. H. Powell. The arrangements were made long in advance for the party to be quartered together at one of the prominent hotels in each city, and to cover the conventions for their papers, not only during their progress, but for a week beforehand. The success of the Lee Syndicate papers is due to their superior news service, the above stunt being simply one of many which they pull off for the benefit of their readers. The point is to know where the news is, be on the spot and get the news, no matter how much time and expense is required and be sure that the men assigned are equal to the handling of the events.

* * *

The Cawker City, Kansas, *Record*, recently completed its twenty-fifth year under the same management, and the thirty-fifth year of its publication. L. L. Alrich is editor and publisher, and said editorially, on this occasion:

> We have on our list of subscribers nearly seventy names who have continued with us during the twenty-five years we have published the paper, and over half of that number have taken it since its first issue in 1873. During that time hundreds have gone out to make their homes elsewhere and many still continue to read the *Record* in their new homes—from the Atlantic to the Pacific coasts. The *Record* has always stood for the best sentiments of the community, and for the advancement and protection of home industries, and will so continue with the help of the people.

* * *

The York, Pa., *Dispatch*, celebrated its thirty-second anniversary on May 26th and enunciated some very good and useful newspaper doctrines as the basis on which a most gratifying success has been builded. Among other things the editor says:

> The *Dispatch* today glances back to the afternoon of May 29, 1876, just 32 years ago, when the first edition of the paper went on the streets.
>
> There was much thought involved in that issue, deliberation over plans to produce the best afternoon newspaper in this part of the State. As to its policy of truth and fearlessness there was never but one idea and that has been carried out from that day to this. Along the lines which have characterized the paper in its steady growth it will continue to be edited in the future, alert to all the changes, awake to improving conditions. Justice will continue to be its aim, the gathering of all important news, telegraphic, local and cable shall be its effort and participation in the uplifting influences of the community shall be its desire. With justice it will endeavor to commingle mercy and exercise discretion in the material published. Sensationalism, down the thirty-two years of its career, has been distasteful to the *Dispatch*. Because that style of journalism is abhorrent to the great bulk of the citizens of this district and because it is not in harmony with truth, law or order, it has been studiously avoided. Sincerity and common-sense have been striven for. Its reliability has been one of the chief factors in giving it a firm hold upon the public.
>
> It is believed that no paper in any city more fully covers its field. Its determination to get the news, local and telegraphic, and often half a day or more ahead of New York and Philadelphia papers, shows how completely it strives to serve its clientele. The *Dispatch* will continue to do this in the future, sparing neither labor nor expense in making its columns worthy of the people in this part of the state.

Right, underlying principles, with zeal and determination will succeed. While we believe in schools to prepare young men for newspaper making in, this calling important above all others to the Nation and all its people in all their relations and duties, political and social, and in all their undertakings, educational,

industrial and commercial,—right principles and motives are after all the essentials to all worthy attainment. We hope that all instructors will ever realize that "truth and fearlessness" and the worthy aims, for justice and improved conditions, come first, with these, difficulties will be overcome. Right knowledge and right methods will be secured at whatever cost—the rightly-conducted schools will save the beginners in journalism much of this cost and prevent many mistakes and injuries—but the ethics, obligations, opportunities and underlying principles of right, useful, and acceptable service are the all-important things to be first learned, and sacredly treasured.

* * *

The Topeka, Kansas, *State Journal* has recently been publishing some very just and enlightening facts with regard to Uncle Joe Cannon, who is the Czar of the House of Congress under the existing rules through no particular fault on his part. There is little doubt that the existing rules should be changed or amended, nor is there much question but that there should be vast reforms in the present "borough" system of choosing and controlling Congressmen with little thought as to the country as a whole or the highest interests of the people, with still less regard as to real statesmanship, honesty, ability and fitness of the members, but rather, on the contrary, with the purpose of securing local advantages for the districts, to reap a harvest in federal offices and appropriations and to satisfy the persistent ambition of the local seekers after fame, fortune and position, who have not the least thought as to what they can do or what is truly best for the country. Under such conditions, if there were not some power, in honest and experienced hands, to prevent inconsiderate legislation, the Nation would soon be swamped by unwise and hurtful enactments and by reckless appropriations and expenditures. Conditions are bad as they are, but could easily be much worse. Now this was not at all what we intended when we commenced writing. We only meant to quote the following brief statements made by the *State Journal* of sound newspaper principles, while remarking on its articles as to Speaker Cannon and as to how these articles had been considered by different persons. In this connection, the editor of the *Journal* says of himself and of the rule that governs his action as a newspaper man: "He is in the newspaper business and he has an implied contract with the people who subscribe for his paper that they are paying him for the news and that he ought to give it to them. If he suppresses news which they ought to know, or prints, intentionally or inadvertently, things which are not true, things which ought not to have been printed or omits that which ought to have been printed, he is in a sense obtaining money under false pretenses.

"It is the theory of this newspaper that those who read it, read it for the purpose of learning what is going on. They pay the carrier ten cents a week, (less by mail), to get a medium which tells them what's happening and if this paper does not tell them, or tells them incorrectly, their opinions and conclusions, based on what they read, are incorrect or false, which is bad business."

* * *

The *Evening Wisconsin*, of Milwaukee, is an illustration of the profit there is in making "a best paper." This should be the effort of every newspaper whether there is or is not local competition.

Will Curtis of Kewanee, Ill., *Star Courier*, has reached a point where he has no competitor, but instead of resting on his oars, he has put more energy into every propelling stroke. His idea is to make the paper so far the best possible, that there will be left no temptation to a competitor to again enter his fish-pond. He endeavors to meet every possible want and to forestall every possible demand that can be made on a home daily and to make the office of his publication the one important center of every local interest.

The *Evening Wisconsin* occupies a larger place and has able competitors to urge it forward, but it has ever acted on a like plan and, evidently has been able to meet and satisfy every demand of its greater constituency.

In a recent issue, the *Evening Wisconsin* gives the following statement as to its prosperity and growth:

The Evening Wisconsin received a larger amount of cash from its subscribers during the first quarter of 1908 than for any like period since 1847. It is the only gold mark paper in the State. It outranks all other daily papers in the State for quality and quantity.

Following is the record of copies printed:

17,749 in 1896; 19,536 in 1900; 20,743 in 1902; 26,201 in 1904; 26,648 in 1905; 28,430 in 1906; 28,082 in 1907.

These statements were followed by the publication of endorsements by a number of its leading advertisers, showing the great proven advertising value of the paper and indirectly confirming all that had been claimed as to its virility, growth, circulation and business prosperity.

The *Evening Wisconsin* was established in 1847, and now is in its sixty-first year, but keeps right on in its successful efforts for improvement and effective advertising campaigns. In this latter, it sets a worthy example to all the advertisers, where the abundance of resources for growth, and increasing production and business are wisely and energetically utilized by intelligent and enterprising producers, manufacturers, business men and financeers.

The publishers show faith in the space that they have for sale by using their own columns skillfully and insistently to advertise the paper and the large printing and binding plant connected therewith.

Publishers of newspapers have an advantage in advertising opportunities over men in any and all other lines of business or manufacturing, and yet, frequently, like the traditional shoemaker's wife—"Go without," and thereby set a bad example to their patrons and possible customers to their own loss.

* * *

Our elderly friend, H. C. Page, of the Bayonne, N. J., *Herald*, and one of the Honorary Members of the National Editorial Association, celebrated his seventy-fifth anniversary recently and received many congratulations from his numerous friends. The N. J. *Herald* of Newton says of the occasion:

Col. Harry C. Page, the veteran Bayonne newspaper editor, celebrated his 75th birthday last week. A large number of friends made merry with him. They were all received with the most cordial welcome imaginable. Flowers were displayed everywhere, while wreaths of smiles decorated the gracious countenance of our good personal and editorial friend Page.

A handsome cane was presented to Colonel Page by the employes of his office, a buffet lunch was served; "Auld Lang Sang" was sung with pleasing effect, by John T. Dempsey, a brother Elk, and a good time enjoyed. When an editor reaches seventy-five years of age, he has a right to make merry with his

friends. We extend congratulations and only wish that our attention had been called to the event sooner, and for fear that our friends may be troubled with regrets, like our own, of not being notified, we invite them all to make merry with us in Chicago, on May 3rd, 1918, when we shall round out the full three-quarters of a century and expect to be just at our prime for enjoyment. We hope Mr. Page will live to be present on the occasion, and for many years thereafter.

* * *

"HOW THE SUBSCRIPTIONS ROLLED IN."

Many publishers of home newspapers make gratifying reports as to the payment of subscriptions and acknowledge that the late ruling of the Third Assistant Postmaster-General has been most efficient as means for gathering in over due accounts from subscribers and are correspondingly grateful. Here is a characteristic statement of the happy outcome for the *Patriot* of Carrollton, Ill., Chas. Bradshaw, editor:

The editor of the *Patriot* is highly gratified at the readiness that has been manifested by subscribers in settling their subscription accounts during the first three months of 1908. In order to comply with the new ruling of the Postoffice Department, notices were mailed to all subscribers in arrears, and the responses poured in so rapidly that other business in the office sometimes had to wait. In most cases those who were back a year or two evened up by paying a head a year or two. So far as we know, none has taken offense at our efforts to comply with the postal regulation.

This inpouring of subscriptions is pleasing, not wholly because of the money it brings in, but because it indicates that our subscribers generally like the paper, and while they may not approve of everything it says, they do admire the stand it takes and the efforts it puts forth to make things interesting.

We are not going to tell how much has been paid in subscriptions to the *Patriot* during the first three months in the year, but if one man had subscribed on the first day of January and paid the entire amount, the tag on his paper would read like this: "Jan. 1, 2708." Now if you look at the tag on your paper, you can figure how many dollars it would take to pay it to the far-future date. We are not soliciting subscriptions that far in advance, however.

In the same issue, the editor congratulates himself on having completed, on that date; twenty years as the publisher and editor of the paper and says among other things that are good for all editors of all kinds of papers:

He has had the satisfaction of doing a few good things, and knows they were good, because somebody else appropriated the credit for doing them.

He has never been able to convince himself that it necessarily involves a sacrifice to do something for the betterment of the town or the community. Such investments of time or effort seem always to return dividends—of satisfaction, if not of shekels.

He has made many mistakes, some of which were inexcusable, others simply embarrassing, and a very few bully good ones.

He believes that the world is better today than it was twenty years ago, and is prepared to prove it by the fact that more people are paying their subscriptions.

While others boast of having sacrificed money and friends by supporting moral issues, he hangs his head in shame and confesses that sticking up for principle has almost always proved a profitable investment.

* * *

Until recently the Waterloo, Ia., *Daily Courier,* has had continually the same guiding hand from its birth in 1858, a little over a half century. On May 8th, Mr. A. W. Peterson, advertising manager of the Minneapolis *Daily Tribune* and Manager of the *Farmers Tribune*, acquired an interest in the W. H. Hartman Company, publisher of the *Courier*, giving him equal control with John C. Hartman, editor, and became Secretary-Treasurer and General Manager. Mr. Peterson for fifteen years, before going to Minneapolis, where he remained four years, was advertising manager of the Indianapolis *News* and has the reputation for high character, efficiency and success. It is stated on the best authority in *White's Class Advertising,* that:

Mr. Peterson's firm and impartial management of the advertising columns of the Minneapolis Tribune has given that paper a prestige among advertisers that it never before enjoyed; and at the same time the policy has won for him much popularity among the advertisers with whom he came in close contact."

* * *

The Nebo, Ill., *Banner,* gives many pithy human interest items, short paragraphs under the caption, "Home Circle Ideas."

* * *

Actuated thereto by the addition of improved machinery, Past-President J. E. Junkin, editor and publisher of the Sterling Kansas *Bulletin,* had an "opening," and kept open house for all his friends and patrons of his paper, on Saturday afternoon and evening, May 30th. He devoted the entire first page of the issue of his paper May 29th, to an illustrated description of the office and the meeting in the plant, including a new Mergenthaler Linotype Junior and a Scott two-revolution newspaper press, between which and the old Washington Hand Press and typesetting by hand, the editor says "there is a far cry," and then proceeds to enlighten the readers on all the wonders printing. The lesson is one that we have had occasion to enforce many times during the past twenty years; to take your readers into your confidence, treat them as your personal friends, asks them to rejoice with you whenever you make additions or improvements in your office. Human nature is the same as it was nineteen hundred years ago, when the great Teacher told the parable of the shepherd who called in his neighbors to rejoice with him over finding the sheep that was lost. It pays to ask sympathy and participation in your joys and sorrows. A newspaper patron should ever be considered as a neighbor, in the higher use of mutual obligation, sympathy and friendship. Printing has always been looked upon with interest, from the time it was first called "the black art," and around which even yet hangs a halo of mystery, increased now by the wonderfully devised machines, that seem to act with human intelligence. There is more than an interest aroused by curiosity, about a modern newspaper, that goes to nearly every home and tells all the people of the doings, the joys and the sorrows, the well-being and the reverses of all whom they know, as well as of all mankind, and at the same time, stands for all the interests of the community; warns of dangers and helps toward improvement and progress; aids in all legitimate warfare aginst vice, immorality and wrongs, and in efforts for sanitation, personal and public security. The newspaper man cannot live unto himself, he must live for the community that he serves and must, as far as possible, make every member of the community feel that he has a real interest in the newspaper and all its undertakings and successes, that mean greater and better rewards to himself and all the community, city county and state. Talk about printing a newspaper, how it is done and what wonderful improvements have been made, makes good, live matter to read and then a visit to the office, seeing and knowing, adds to the interest.

Among the Associations

ILLINOIS PRESS HOLDS FORTY-THIRD ANNUAL CONVENTION.

CHAMPAIGN and Urbana and the Illinois State University, a closely united and related trio, proved very attractive to the Illinois editors. The convention was not as large in numbers as some others have been of previous years, but few ever equaled the 1908, in interest, instruction and enjoyment. The convention met in its first session, Tuesday afternoon, June 2nd. President Adams delivered an annual address filled with many pleasing thoughts and valuable suggestions. He said:

"For the forty-third time you are assembled in annual meeting. You have left the active duties of a calling which is exacting to an almost remorseless degree, and many of you have traveled long distances to avail yourselves of the opportunity to meet and greet the friends whom you have learned to love; to renew the pleasant associations of the meetings which are past, and to form new associations for the meetings which are to come.

"You also come that you may discuss matters of mutual interest, each of you ready to contribute your mite to the fund of common knowledge from which all are free to draw.

OPPOSES PARCELS POST.

"The Illinois Press Association has consistently and continously opposed the establishment of a parcels post system. We have done this because we have felt that the real business of the postoffice is the quick conveyance of intelligence, among the people. The business of transporting merchandise, as has been proposed, can operate only to retard and cripple the real work of this department of the government.

"The prosperity of the country newspaper is dependent upon the prosperity of the retail merchant and the growth and advancement of the town in which it is published. To establish a system which tends to center the trade of a vast country in one or two great cities, instead of its being diffused throughout the length and breadth of the land would eventually bring about the conditions so aptly described by Goldsmith in 'A Deserted Village;" conditions which are among the curses of every European country having a domestic parcels post system.

IMPORTANCE OF UNIVERSITY.

"A visit to the University of Illinois is one of the important features of this meeting. The University is a truly great institution, in every way worthy of the hearty support of the citizens. It is the crowning glory of the public school system which the constitution stipulates shall be provided for by the legislature. In recent years the legislature has awakened to the importance of the work of the University and has provided generously for the extension of that work and the building of a plant suitable to its needs.

INCREASE IN ADVERTISING.

"A new era is just beginning in the advertising world. The demands for space in the local papers will increase very materially in the near future. The great general advertisers are awakening to the fact that as a medium the monthly magazines of general circulation have had their day.

All the signs point to the newspapers as the best road to the pocket-book of the buying public.

GROWING POWER OF PRESS.

"No observant newspaper man can fail to be impressed by the growing power and influence of the public press. Through the wonderful inventions and greatly improved methods used in their production, newspapers have become the cheapest and most widely distributed form of the printed page. To a very large extent they have taken the place of other forms of literature among the masses of the people. To this fact, more than any other, may we ascribe the growth and influence of the press.

"I am deeply impressed by the importance and dignity of the calling to which we belong. I hold in highest esteem the conscientious and upright editor who fearlessly performs the duties which devolve upon him according to the best light vouchsafed to him. Such a one is not only worthy of the title, a good editor, but also that other title said to be described the noblest work of God—a good man."

The afternoon session was opened with prayer by Rev. John Andrew Holmes. Miss Mary Davidson presided while Mr. Adams delivered his address. At its conclusion she appointed the following committee to make recommendations on the president's address. Gen. S. D. Atkins, Eugene L'Hote and L. K. Strothers. Miss Davidson then surrendered the chair to Mr. Adams.

Edward Yates of Pittsfield, who was to speak on "Lincoln," failed to appear, and W. T. Davidson changed his address on "Stephen A. Douglas" to include a review of Lincoln as well as of Douglas.

Miss Davidson, who was to respond to the address of welcome, said the mayor had not tendered the key to the city, but the members of the association had found the latchstring hanging most conveniently and had pulled it. She said the country newspaper is undoubtedly a powerful lever in national affairs, from its vantage point of reaching people in remote places.

A young man from Carthage who graduated at the University of Illinois complained to her of the disadvantage of having to produce a map every time he was asked where he lived. She told him it was his duty to do something great enough to distinguish his town so people would know where it was without asking.

MISSION OF LOCAL PAPER.

This should also be the mission of the local newspaper, to make its own town better and more prominent. The young man in question was like the intoxicated man who fumbled with a gate lock till he opened it and, falling inside, locked himself in.

The speaker said she had a peculiar personal interest in the University because she was paying $2.37 on a Carthage lot every year to support the institution. Her ownership in her property reminded her of the story of a girl who told her confessor she had permitted a young man to kiss her. "How

many times?" he asked. "Father," she answered, "I came to confess, not to boast."

OBSERVES NO CEMETERIES.

Because she did not see a graveyard between Decatur and Champaign Miss Davidson decided that the people are live ones. She confessed to being greatly impressed with the beauties of Illinois prairie land as observed from an interurban car.

ILLINOIS SCHOOL OF JOURNALISM.

"Journalism in the University of Illinois," was presented by F. W. Scott. He said the University is not pretending to turn out full-fledged newspaper men nor attempting to tell successful editors and publishers how to run newspapers.

The idea of University-taught journalism was not new, but was introduced at Yale twenty-five years ago. Joseph Pulitzer had endowed Columbia University for a college of journalism six years ago, but nothing has come of it, on account of a disagreement the money is held in trust till after Mr. Pulitzer's death, so he will not have to see it tried and be worried by its failings while alive.

Kansas, Nebraska, Indiana and Wisconsin Universities are teaching journalism to some extent. There was a time, when law and medicine were learned by apprenticeship, and no one thought of learning these professions in the universities.

APPRENTICESHIP AND SCHOOLS.

Even now, they only turn out men who have learned their apprenticeship in the schools and must learn the real difficulties of the professions in the courts or in the hospitals. The first two years in the journalism course is similar to the regular course in the school of literature and arts.

There are three sections to the course: First, training in history, economics, foreign languages, English and its composition, etc.; second, class instructions in newspaper reporting and details of newspaper work; third, lectures by competent newspaper men. During the third year the students gather notes and write articles which are edited by the instructor and the marked copies returned to the students.

In the senior year instruction in international law and other studies is taken. Practical work is done in the way of gathering of significant notes here and there on a certain subject and assembling them into an article. The matter is sometimes printed in local newspapers.

ADVERTISING TALK.

Milton Bucklin, editor of *Judicious Advertising,* made a "funny" talk. He had always been in the newspaper business, except for a time when he was a preacher.

Advertising is getting more important every day to the editor because print paper keeps going up, and automobile prices remain as high as ever.

An English girl said to an American girl: "I don't see why our titled men fall in love with your white faces." "They don't," answered the Yankee Doodle girl, "they fall in love with our greenbacks."

Getting down to shop talk, Mr. Bucklin told the editors they would be wasting time and money to try to get foreign advertising, as the results to be obtained would not be worth the time and money used.

The time will come when the big advertisers of the country will be closer to the country editor than ever before. He told of the increase of ethical sentiment favorabe to the casting out of fraudulent advertising, and predicted that it would work great and good results if not applied too radically.

This desire and spirit has brought closer together the advertiser and the newspaper man, and both will profit by it. A national advertising campaign is now in progress which is working contrary to the advertising spirit of years ago, which aimed only at reaching the consumer through the mail order, ignoring the retail dealer.

"They have come to the conclusion that the natural trade channels are the best, and the retail dealer is the factor." A big advertising corporation of New York started a campaign a year ago against the "substitution" of articles which they advertised, but had quit this campaign because the retailers were disgruntled at being held up as criminal substitutors.

VISIT TO UNIVERSITY.

On adjournment of the morning session the visitors boarded street cars and visited the University, first going through the library and thence to the Woman's Building, where an address to the ladies was made by Professor Isabelle Bevier. Professor Hopkins spoke at the Agricultural Building.

About 1 o'clock luncheon was served by the Columbian Hotel management at the Elks' Club rooms in Urbana, where the editors and their ladies were guests of the Urbana Commercial Club. The party then returned to the University to inspect the buildings further and to hear talks by President James, Dean Davenport, Dr. Hopkins and Professor Breckenridge.

The ladies of the party were entertained at luncheon by Mrs. S. T. Busey and daughter, Miss Marietta, at their home.

After the luncheon George M. Bennett presided as toastmaster at a smoker given for the men. Talks were made by A. J. Miller, H. I. Green, C. D. Rourke and several editors.

Among others who talked were Dean O. A. Harker, Attorney Frank H. Boggs, Charles W. Bliss of Hillsboro, Charles Warner of Hoopeston, J. W. Green of Manteno, Nicholas Roberts, secretary of the Chamber of Commerce at Springfield, and J. M. Page, secretary of the press association.

At 2:30 o'clock the editors returned to the University from Urbana.

W. T. Davidson of Lewistown, who spoke on "Lincoln and Douglas," told of many personal recollections of the two great leaders. He said he was born in the village of Petersburg and was brought up in pioneer surroundings as were the two men of whom he spoke. He wanted to tell of Lincoln as "the man of sorrows." "In opening the famous debate," said Mr. Davidson, "Mr. Lincoln said: "'My friend Douglas has reached the goal of his ambition but I have failed. I will not say that he wants to put me down, for I am down, but he wants to keep me there."

The speaker told of the hardships of Lincoln's life when his father, "Tom" Lincoln, moved from place to place seeking timber and a nearby spring as the most desirable location, as was the rule of the pioneers. Mr. Davidson denied that such people were heartier or healthier for such living but rather died at middle age, only the most rugged surviving to old age.

Nancy Hanks was lauded by the speaker, who said that she understood and sympathized with her ambitious boy. He pathetically described her death and told of "Tom" Lincoln's second marriage. Mr. Davidson said that the step-mother of Abraham Lincoln was good to him and assisted him very much.

CIVIL WAR PREDICTED.

The speaker told next of Douglas and his ambitions. He told how the democratic leader had come to Fulton County and in an address said that he would defeat Mr. Lincoln, but told his audience that that was not the most important thing. Douglas told them the thing that really mattered was the disposition of the slavery question, that there were men in the south who were planning the destruction of the Government and with tears flowing from his eyes predicted the war that followed.

Mr. Davidson said that at the inauguration of Lincoln, many republican leaders were conspicuous by the distance they kept, but that Douglas was by Lincoln's side and when the president took the oath of office he handed his silk hat to

Douglas, who accepting it with his left hand kept his right hand on his Colt's pistol ready to defend Lincoln from assassination.

Continuing, Mr. Davidson told of Douglas' last days when returning from Washington he addressed a great crowd in Chicago, telling men it was time to be either a patriot or a traitor, and later going to Springfield made the last speech of his life, calling for all patriots to support their president.

Mr. Davidson spoke for nearly an hour and a half and when he had concluded, E. A. Snively moved that a standing vote of thanks be tendered the speaker and Mr. Atkins amended the motion that the address be printed in the association's record of proceedings. The motion carried unanimously.

PRINT PAPER QUESTION.

John M. Rapp asked whether anybody knew what the paper market was going to do and what publishers would have to pay for print paper next. General Atkins replied that they would have to pay what the manufacturers asked—the same as always.

Mt. Atkins said he had paid as much as 8 cents per pound for print paper and is well satisfied with the present price.

POSTAL LAW.

A. T. Cowan brought up the subject of the postal law, ruling from the mail newspapers a year in arrears. He asked whether postmasters were enforcing the rule. He said he had personally enforced it April 1 by striking 360 names from his mail list.

Secretary Page stated that he had been informed from an official source that the law was not aimed at local newspapers and the postmasters were awaiting instructions on the subject. The rule is only enforced, he said, by the department after an investigation of newspaper offices, of which complaints have been made. He said the law was aimed at publishers who are clogging the mails with tremendous worthless advertising journals that buy their subscription lists.

H. C. Paddock of Arlington Heights said the law had benefited him by making subscribers pay up and said he believed its passage one of the best things that ever happened to publishers of legitimate papers.

ROSSVILLE EDITOR REJOICES.

Bert Pinkerton of Rossville said it was a good law and that he had put it in operation in his office with good results, as he proposes to be ready when the department enforces the ruling.

Mr. Crowden of Ottawa went back to the subject of print paper and said money could be saved by two or three publishers combining and purchasing a car lot. It had been successfully done in LaSalle County, he said.

An invitation to inspect the manual arts exhibit at the high school from Superintendent W. W. Earnest was read and accepted. The following committees were announced by the president:

Reception—Mr. and Mrs. Terry Simmons, Miss Mary Davidson and John M. Rapp.

Credentials—W. L. Jones, M. H. Spence and H. Crihfield.

Resolutions—C. W. Warner, E. D. Beird and A. T. Cowan.

National Delegates—J. C. Coulson, J. N. Stiles and J. W. Wild.

Wallace Bruce Amsbary entertained the visiting editors by readings at the smoker held Tuesday evening at the Elks' headquarters. Other events of the evening were short talks by J. J. Brown of Vandalia, James Mcan Davis of Springfield, George L. Tipton of Girard, Editor J. M. Page, Editor J. C. Adams and Editor Freeman, a new member.

In the meantime the visiting ladies were in the hands of a local committee of ladies and were cared for at the Beardley Hotel parlors. They were also entertained with readings by the talented Mr. Amsbary. Refreshments were served.

WEDNESDAY'S SESSION, JUNE 3RD.

President Adams called the convention to order at 9 o'clock. E. A. Snively then made a plea to be relieved from the office of national executive committee, an office he has held for twelve years, on the ground that he cannot find time to attend the national meetings. As all members were not present action was not taken until later.

Mr. Snively then moved that a committee, consisting of the president, secretary and treasurer, revise the list of members of the association and drop the names of members not paying dues within ninety days from the convention. Charles Warner amended the motion to read sixty days, in order that a correct list may be published in the next annual booklet. This carried.

A letter of regret of not being able to be present was received from Will Curtis of the Kewanee *Star*.. Mr. Warner stated that Mr. Curtis is a candidate for national treasurer, and moved that the Illinois delegation be instructed to work for his election. The motion carried. A letter of regret from Morris Emmerson of the Lincoln *News-Herald* also was read.

Secretary Page read a letter from the Illinois Daily Newspaper Association, which met in Champaign recently, asking the co-operation of the Illinois Press Association in securing desirable legislation for newspapers. The letter was favorably acted upon.

FAVORS WISCONSIN LAW FOR PUBLICATION OF LAWS.

Terry Simmons next made a talk favoring the publication of new laws by the state in all weekly newspapers. Mr. Simmons favored a law along similar lines of a Wisconsin law, which publishes in all newspapers and allows each $100 for each session of the legislature. Mr. Simmons urged that many laws are broken through ignorance of the breakers, and said the publication would reduce the number of offenses.

Mr. Simmons asked the adoption of resolutions which were adopted by the LaSalle county association, and for the appointment of a committee. Mr. Snively amended the motion by having the president appoint a committee of seven; after the next legislature has met and appointed its committees can work on the legislative committees. The motion carried.

Bert Pinkerton spoke of favoring the enactment of laws compelling supervisors and other township officers to publish reports. Mr. Rapp said that there are strict laws to that effect now, and if they cannot be enforced they had better not be agitated because the legislature might repeal them.

George Tipton urged that before action be taken for a law requiring new state laws to be published the editors ought to work up a sentiment favorabale to such a statute. Mr. Simmons said that the way to get township officers to publish reports is to publish that section of the law applying to that question about the time the reports are due.

LACK OF UNIFORM PRICE.

Mr. Tipton said that editors and publishers are to blame to a large extent because they do not have a uniform price for legal notices. President Adams headed off further talk by reminding the high browed gentlemen that time was limited, and said he would have to adhere to parliamentary rules.

The commitee on membership reported the enrollment of the following new members: O. E. Akers, Georgetown *News;* John P. Conrad, Monee *Review;* W. C. Trowbridge, Crete *Citizen;* James W. Breen, Manteno *Indepennent;* W. H. Freeman, Chicago Heights *Signal;* S. S. Porterfield, Cullom *Cronicle;* R. B. Lindsey, Morrisonville *Times;* F. E. Pinkerton, Urbana *Courier-Herald;* Addison Pacey, Brimfield *News;* Samuel C. Reat, Tuscola *Journal;* W. E. Williams, Chicago Heights *Star;* I. C. Burgess, Monticello *Republican;* W. E. Hawthorne, Granville *Echo;* J. G. Doyle, LaSalle *Daily Post;* Charles Wilson, Tuscola *Review.*

The committee on resolutions thanked very warmly all those assisting in the entertainment of the members of the association in the twin cities and at the University and declared the forty-third convention a most successful one.

The committee on national delegates reported the following delegation from the Illinois association to the National Convention at St. Paul, Minn., on August 17: G. W. Hughes, Clinton; J. E. McClure, Carlinville; H. N. Wheeler, Quincy; S. K. Strothers, Taylorville; Mrs. S. B. Merritt, Lostant; E. M. Garlick, Hopedale; J C. Adams, Peotone; Eugene P. L'Hote, Milford; M. H. Spence, Elmwood; Miss Mary Davidson, Carthage; P. N. Mason, Buda; Dewitt C. Owen, Dixon; J. C. Coulson, LaHarpe; J. B. Castle, Sandwich; Charles E. Hull, Salem; H. C. Paddock, Arlington Heights.

FAVOR RECOMMENDATIONS.

The committee on president's address strongly approved of the recommendations made by President Adams, especially those favorable to the establishment of postal savings banks, publication of state laws, levying of a two-mill school tax and the recommendations against the parcels post. Mr. Page and Mr. Warner both told of "Uncle Joe" Cannon being against the parcels post, and Mr Warner said: "If 'Uncle Joe' is elected president, as some of us hope he will be, he would veto such a law."

Mr. Pinkerton moved that the major part of the next convention be devoted to "shop talk." The motion carried.

Charles O. Piper tried to get through a motion to hold the next convention on Thursday, Friday and Saturday of the week. The motion lost, and the matter will be left to the discretion of the executive committee, which will also choose the next meeting place.

The auditing committee submitted a very favorable report, which was adopted. Obituaries of James B. Bradwell of the Chicago *Legal News,* Frank W. Haviel of the Mt. Carmel *Register* and Frank J. Crawford of the Polo *Visitor* were read and ordered published in the association's annual.

President Adams talked briefly and the editors adjourned to eat dinner and catch an interurban car at 1 o'clock to make a trip to Danville.

Without a jar of any kind and entirely without caucusing or contest, the Illinois Press Association in Forty-third Annual Convention chose its officers for the ensuing year. Mr. Strothers was nominated by John M. Rapp. H. N. Wheeler of Quincy seconded the choice, and on motion of J. W. Wild the secretary was instructed to cast the unanimous vote of the convention.

This method was followed in all of the nominations. Mr. Strothers made a short talk, expressing surprise at the choice and promising to fulfill the obligations of the office. He complimented the retiring president, J. C. Adams, on his successful administration.

Mr. Crowden nominated Mr. Hughes, and Mr. Tipton moved his election by acclamation. Mr. Tipton was nominated by Secretary Page and A. T. Cowan moved to make the selection unanimous.

Mr. Hughes nominated Mr. Crowden, and H. C. Paddock seconded. Mr. Wheeler moved the re-election of Secretary Page and he was chosen unanimously on H. C. Paddock's motion. Being offered two minutes to speak, Mr. Page declined, saying he could not express his feeling in that length of time.

NOT ALLOWED TO DECLINE.

Mr. L'Hote was elected on Charles Warner's motion and Mr. Rapp moved Terry Simmons' election. Mr. Simmons tried to decline, but was declared out of order. Mr. Crihfield was responsible for Charles Warner's selection, and Warner was responsible for Wild's re-election. Mr. Tipton precipitated the office onto Mr. Haven and Mr. Warner made the motion "to give E. A. Snively another installment in his lifetime office as legislative committee."

The chair announced that it was Mr. Snively's wish that he be not recommended again as a member of the national executive committee and Mr. Warner immediately moved that the delegation to the National Convention be instructed to work for Snively's reappointment. The motion was adopted with much laughter.

President Adams brought a flush of beautiful carmine to the pretty cheeks of the retiring first vice-president, Miss Mary Davidson, by suggesting that a penalty be provided for bachelor officers who did not marry during their term of office, and a similar penalty should be provided for bachelor girl officers, especially when they allowed leap year to slip by.

OFFICERS ELECTED.

President—S. K. Strothers, *Courier,* Taylorville; First Vice-president—George Hughes, *Register,* Clinton; Second Vice-president—George L. Tipton, *Gazette,* Girard; Third Vice-president—G. A. Crowden, *Fairdealer,* Ottawa; Secretary—J. M. Page, *Democrat,* Jerseyville, re-elected; Treasurer—Eugene P. L'Hote, *Herald,* Milford; Executive Committee succeeding S. K. Strothers—Charles W. Warner, *Chronicle,* Hoopeston; Auditing Committee—J. W. Wild, re-elected; Auditing Committee succeeding E. P. L'Hote—Victor H. Haven, *Argus,* Greenfield; Legislative Committee—E. A. Snively, Springfield, re-elected.

BANQUET AND TOASTS.

A good supper, tapered off with excellent toasts concluded Wednesday's program. The supper was served at the First Methodist Episcopal Church by the Ladies' Aid Society, and was a sumptuous repast. The feast was spread at 6:30 o'clock and it was 10:30 when the event was over.

George W. Gere led in the speech-making, "The City and Its Surroundings," being his subject Congressman W. B. McKinley, who had just arrived home, made a short and jolly talk. General Smith D. Atkins next spoke on "Lincoln-Douglas Freeport Debates," and this was followed by an entertaining sketch by Wallace Bruce Amsbary. Milton Bucklin next gave an "Address in Monosyllables," and President E. J. James told the visitors of the needs of the University and how they could assist the institution by stirring up a favorable sentiment.

J. Crawford Adams, president of the Press Association, concluded the program with a talk on the Illinois Press Association.

ENTERTAINED IN URBANA.

After the luncheon at the home of Mrs. S. T. Busey in Urbana, Wednesday afternoon, Miss Mary Davidson in behalf of the association thanked the hostess for the entertainment and a response was made by Mrs. Busey. Handsome beribboned booklets with a list of Urbana's attractions were given the visitors as souvenirs. Booklets were also presented to the gentlemen at luncheon at the Elks' headquarters.

The ladies joined the editors again about 3:30 o'clock and the entire party returned to the University and continued their tour of the buildings. Explanations of the aims of the various departments were made to the visitors by the instructors in charge. A line of automobiles drawn up on Burrill Avenue awaited the pleasure of the visitors and when the tour was completed all found seats in the machines and were given a ride over the principal parts of the two cities.

The Champaign County *Daily News* gave most complete and highly appreciated accounts of the different sessions, and we have endeavored to show our sincere appreciation by drawing heavily on the columns of the *News* for our somewhat extended report of the ideal and very enjoyable and instructive sessions for the benefit of the editors of the United States and Canada, Mexico, Cuba, South America, New Zea-

land, Asia and Africa, for the NATIONAL PRINTER-JOURNALIST, reaches editors in all these grand divisions of the earth. Just the other day, we received an order for three copies of the paper from the Island of Penang, off the west coast of the Malay Peninsula. All the people of this earth are getting to be very near neighbors, and readers of the English speech are found everywhere, and there are few places not reached by American newspaper men and news reporters.

* * *

The Mississippi Press Association convened in Forty-third Annual Session in Hattiesburg, Tuesday, May 19, with a fair attendance. Three sessions were held, morning, afternoon and night.

The feature of the morning session was the annual address of President Hobbs of the Brookhaven *Leader*. Mr. Hobbs' address was an able document, and it was ordered printed in full in the minutes of the association.

At the afternoon session the most entertaining part of the program were the papers presented by A. W. Noble of the Laurel *Chronicle*, W. D. Caulfield of the Gloster *Record* and Charles M. Sherer of the Starkville *Farm Gazette*.

Mr. Noble discussed the "Best Way to Manage the Circulation of a Weekly Newspaper," while Mr. Caulfield spoke on "What Features Make the Home Paper Strongest with Its Readers?" Mr. Sherer discussed, "Is Clubbing with Other Papers or Giving Premiums an Advantage?"

The night session was given over almost entirely to the annual oration by Hon. H. E. Blakeslee, commissioner of agriculture of Mississippi, and an entertainment by the faculty and students of the South Mississippi college.

Two sessions were held Wednesday, morning and afternoon, no night meeting being scheduled on account of the literary entertainment and banquet at the Hotel Hattiesburg.

In the morning a large number of the association boarded the train for Purvis, where they viewed the ruins of the recent tornado.

The members of the Association were entertained in lavish style at Hattiesburg, and everything possible was done to make the editors enjoy their visit.

* * *

The annual meeting of the Southwestern Newspapers' Association in Charlotte last month closed with the annual banquet. Birmingham, Ala., was chosen as the next place of meeting, and the following officers were elected: President, J. P. Caldwell, Charlotte *Observer;* Vice-president, Colonel Rufus N. Rhodes, Birmingham *News;* Secretary-treasurer, Victor M. Hansen, Montgomery *Advertiser;* Executive Committee, R. W. Brown, Louisville *Courier-Journal;* J. C. Hemphill, Charleston *News and Courier;* F. Hinman, Jacksonville *Times-Union;* C. B. Johnson, Knoxville *Sentinel;* E. M. Foster, Nashville *Banner;* F. L. Seeley, Atlanta *Georgian.*

Resolutions were adopted instructing the secretary to wire Speaker Cannon demanding the passage of the wood pulp and print paper bill and putting the association on record as favoring the Appalachian and White Mountain forest reserve bill.

* * *

KANSAS EDITORS.

At the meeting of the Republican editors of Southwest Kansas, concluded at Hutchinson, May 19th, the following officers were elected: President, W. Y. Morgan, Hutchinson *News;* Vice-president, H. J. Cornwell, St. John *News;* treasurer, E. J. Bookwalter, Halstead *Independent;* Secretary, Gerald Volk, Wichita; Executive Committee, J.C. Mack, Newton *Kansan-Republican;* H. E. Bruce, Marquette *Tribune;* Clark Conkling, Lyons *Republican;* J. G. Kille, Harper *Advocate;* R. H. Faxon, Garden City *Telegram;* Delegates to the National Editorial Association—A. E. Duval, Canton *Pilot;* C. R. Hickok, *Grant County Republican;* J. J. Parcel, Greensburg *Republican.*

The two days' session of the Oklahoma Press Association was held at El Reno this year. Claremore was chosen as the place of meeting for next year. The following officers were elected: President, P. P. Duffy of El Reno; First Vice-president, Sidney Suggs of Ardmore; Second Vice-president, Mrs. F. B. Lucas of Guthrie; Executive Committee, John Golobie of Guthrie, L. M. Stivey of Anadarko, Clarence B. Douglas of Muskogee, A. B. Yeager of Stonewall and E. A. Pritchard of Erick.

Colonel C. B. Douglas of Muskogee was selected delegate to the National Convention.

Ringing resolutions were passed opposing the establishment of a state printery and opposing legislation of all kinds tending to discredit the press.

* * *

COL. E. W. STEPHENS SENDS REGRETS FROM JERUSALEM

JERUSALEM, May 28, 1908.

MY DEAR COL. HERBERT:—I understand that I have been honored with an invitation to deliver an address at the next meeting of the National Editorial Association. I will therefore take occasion to reply through you. As I can not reach America before the Association holds its meeting, it will not be possible for me to be present. I wish you would return my thanks and regrets.

I had the honor to preside at the session of the Association when it last met at St. Paul, in 1891, and as all the memories of that occasion are to me most pleasant, there would be a real joy in being present on this occasion.

Seventeen years have passed since then and I find myself in a far distant land endeavoring to make a circuit of the globe. But neither lapse of time nor breadth of distance can repress my interest, or chill my affection for those of the profession to which I have given the best years of my life, and who have done so much to place me under an everlasting debt of gratitude.

Please tell the Convention, when it meets, that its members, whether they be of the old guard or the new, "though lost to sight are to memory dear," and that I hope this may be the greatest meeting of their history, even greater than was that of 1891.

Sincerely your friend,

E. W. STEPHENS.

[Mr. and Mrs. Stephens are so well known to the members of the National Editorial Association, and to the editors of the whole country, that we consider it not inappropriate to state, that, unfortunately, Mrs. Stephens was thrown from a horse after reaching Jerusalem, and had been taken to a hospital there, where she would be compelled to remain for six weeks, and after that, it is presumed, that they will be compelled to travel more leisurely, so that they will be much delayed in their journey and will not be able to reach home until fall. The Missouri Press Association, at its recent meeting, passed resolutions of sympathy for Mrs. Stephens' accident and suffering, and the readers of the NATIONAL PRINTER-JOURNALIST will all sincerely join in the feelings of regret and sympathy, expressed in the resolutions.—THE EDITOR.]

* * *

ILLINOIS WOMAN'S PRESS ASSOCIATION ELECTS OFFICERS

The Illinois Woman's Press Association closed its twenty-third year at the annual meeting June 4th. Reports of officers indicated the close of a most prosperous year. Eight program meetings were held at the rooms of the Press Club of Chicago, a number of business meetings otherwise and five social gatherings at the homes of the members. The treasurer reported over $400 in the philanthropic fund, as a nucleus for the endowment of a bed in a hospital, for the

benefit of sick newspaper women, and a generous balance in the general fund. Miss Eliza W. Bowman, head of the committee on the distribution of perused literature, told of giving out reading matter weekly during the winter to those who were unable to buy literature, and two entertainments were given, with refreshments, at the Model Lodging House for women and at the Home for the Aged, on Indiana Avenue. The funeral expenses of one member were paid and the members took charge of the funeral of another who died without relatives to assume that duty. Tickets were obtained, through the efforts of the association, for eighty guests of the Model Lodging House for Women, to attend the play, Regeneration.

The election resulted in the re-election of the principal officers, whose services during the past year had proven so eminently satisfactory. Mrs. Kate Palmer,* (Banner of Gold), president; Mrs. Elizabeth A. Reed, Mrs. Gene Stratton-Porter (Geneva, Ind.), and Mrs. Fanny M. Harley, vice-presidents; Mrs. Florence A. Gebhardt,* recording secretary; Mrs. Mary Nixon-Roulet, assistant recording secretary; Miss Hattie Summerfield, corresponding secretary; Mrs. Mary D. Holden, assistant corresponding secretary; Mrs. Estelle Ryan Snyders,* treasurer; Mrs. Ida H. Munsell, librarian; Miss Mary Stewart, historian; with the following heads of standing committees: Manual—Caroline A. Huling; distribution of perused literature—Miss Eliza W. Bowman; courtesy—Mrs. Alice Stoll; Membership—Mrs. Ida A. Nichols;* Social—Mrs. Ada B. Bogg; House—Mrs. Myrtle Dean Clark; program—Miss Ada M. Krecker; auditing—Mrs. E. Jeannette Abbott. Heads of sections—Authors, Mrs. Mary Moncure Parker; Contributors and Correspondents—Mrs. Emma Playter Seabury; Editorial—Miss Ethel Maude Colson; Poets—Mrs. Ophelia Lawrence Blair; Publishers—Mrs. Frances Armstrong Woods; Reporters—Mrs. Margaret Broughton Handy.

(Those marked with a (*) were re-elected.

The delegates to the National Editorial Association are: Caroline A. Huling, *The Bookseller and Latest Literature,* and *The Stylus;* Miss Ada M. Krecker, the *Tribune;* Mrs. Estelle Ryan Snyder, *Herald-Recorder;* Mrs. Sallie M. Moses, the *Northwestern Agriculturist.* Alternates: Miss Mary Eleanor O'Donnell, *The Delineator* and *The Designer* (Butterick Publishing Company); Miss Mary G. Murphy, the *Inter-Ocean;* Mrs. Frances A. Woods, *Events;* Miss Ethel Maude Colson, the *Record-Herald.* Mrs. Rose L. Colby, executive committeeman.

The year just closed has been most harmonious and prosperous and the annual meeting was a record-breaker for harmony, the report of the committee on nominations being accepted without a dissenting vote, and the attendance was the largest in many years. Extensive plans were made for future work, among these were measures to raise a large fund to meet the expense of fine club rooms. Several outings were arranged for the vacation season.

* * *

The annual session of the Louisiana Press Association held at Baton Rouge, Plaquemine and Jackson on Tuesday, Wednesday and Thursday, June 26, 27 and 28, was well attended and prolific of much interest and enjoyment to the newspaper representatives and their hosts in the several communities where the business of the organization was transacted and the visitors were entertained.

The following officers were unanimously elected for the ensuing year: F. L. Knobloch, Thibodaux *Commercial-Journal,* president; Will A. Strong, Winnfield *Southern Sentinel,* first vice-president; Mrs. Cammilla Breazeale, Natchitoces *Enterprise,* second vice-president; L. E. Bentley, Donaldsonville *Chief,* secretary; Albert Bienvenue, St. Martinville *Messenger,* treasurer.

Winnfield was chosen as the place for next year's meeting, the time to be fixed by the president and executive committee, as usual.—*The Donaldsonville Chief.*

MISSOURI EDITORS

MEETING DISCUSSES CIRCULATION WORK — PRESIDENT OMAR D. GRAY, OF STURGEON LEADER, PRESIDES AT FORTY-SECOND MEETING.

(By a Staff Correspondent of St. Louis, Mo., *Republic.*)

EXCELSIOR SPRINGS, MO., May 27.—A veritable deluge made the editors at the Forty-second Annual Meeting of the Missouri Press Association look like wood pulp this morning, but failed to dampen their enthusiasm when they gathered for the opening session this afternoon in the Auditorium here.

Cash-in-advance subscriptions and piano contests as circulation boosters were the most absorbing questions discussed.

Wes L. Robertson, of the Gallatin *Democrat,* and Omar D. Gray, of the Sturgeon *Leader,* Congressional aspirant and president of the association, engaged in an animated word setto as to whether beauty contests with a piano as the prize are profitable. Mr. Robertson contended that they were and pointed with evident pride to the fact that he had one subscriber paid in advance to 1937 because of the interest he took in a young woman in a recent contest conducted by the Gallatin editor.

106-YEAR SUBSCRIBER.

President Gray went Mr. Robertson one better, declaring that he had a subscriber that had paid 106 years in advance, but that for permanent results the contest had been a failure.

"Where are you going to send that fellows paper 106 years from now?" demanded Colonel Bob White, of the Mexican *Ledger.* President Gray diplomatically ignored the question.

Ovid Bell of the Fulton *Gazette,* also disapproved of premiums for subscriptions. J. Kelly Poole, of the Centralia *Courier,* and Phillip Ganze, of the Macon City *Republican,* were others who favored getting the money first, while H. F. Childers, of the Troy *Free Press,* said the credit system was all right if one knows his subscribers as he said he did his.

INVOCATION BY B. B. HERBERT.

The convention was called to order by President Gray at 1:30 P. M., and the invocation was pronounced by B. B. Herbert, of the NATIONAL PRINTER-JOURNALIST, Chicago, who has attended many a Missouri Press Association meeting.

Attorney E. L. Riley welcomed the editors to Excelsior Springs on behalf of the Mayor, the City Council and the 6,000 residents of this health resort. He complimented the editors as molders of characters and the preservers of the sanctity of the church, the purity of the home and the perpetuity of the schools.

In response President Gray said that, according to custom, he had prepared an informal address, which he read. He declared that the editors were seeking recreation and a change of diet, and when he concluded asked whether his speech had been informal. His auditors kindly refrained from answering.

EDITORS THIRSTY FOR WATER.

Mr. Gray recalled that he had visited Excelsior Springs twenty-three years ago, when he had his first experience with an incandescent light and a brass bedstead. He said that in the main the editors came from dry counties and are thirsty for water.

He remembered that at the association meeting twenty-three years ago, Walter Williams, the new dean of journalism of the State University, had been presented with a gold-headed cane with the provision that he return it if he failed to become a benedict within a year. "You all know what happened," the speaker said.

President Gray announced that W. L. Nelson, of the Bunceton *Eagle,* had been awarded first prize for the best

article on the real mission of a country newspaper, offered by the Commercial Club of Excelsior Springs.

C. Pierson, of the Middletown *Chips,* received the second prize, and W. O. Graham, of *Pointers,* Kansas City, Mo., third prize. The papers were judged by Attorney Frederick W. Lehmann, of St. Louis.

"The real mission of a country newspaper is to give the news," Mr. Nelson wrote. "Without news there is no newspaper. Facts and figures, not hearsay nor rumors, constitute news. The local field should be looked upon with most favor. In a country newspaper nothing can take the place of country news.

COMPETITION WITH CITY FOLLY.

"The story of the wide world is told in glaring headlines and catchy captions in the city papers, told so fully and so fast that competition in this well-filled field is folly.

"The local field is for the country newspaper, which gives to its readers the story of you all's house."

Jack Blanton, of the Paris *Appeal,* delivered an address on "How I Keep in Touch with My Readers." He said he makes an anual tour of his county with the County collector, meeting Tom, Bill and Jim, and increasing his subscriptions, as well as his bank account. The tax-payers come prepared for business, and soon contract the habit, he said, of bringing an extra dollar for the printer.

Mr. Blanton said he never missed a church convention or dedication, a lodge reunion or a picnic, street fair, horse show or anything calculated to draw a crowd. He follows the candidates on their campaign tours, he declared, sending out his card ahead, reading:

"Jack Blanton, candidate for business, subject to any man who wants to subscribe or renew for a first-class county paper"

HARDSHIPS WORTH WHILE.

Mr. Blanton with rare humor described the hardships of some of his trips, but said it paid both physically and financially. Personal contact is what wins for the preacher, the traveling salesman and the editor.

B. B. Herbert of Chicago, perhaps the oldest editor present, indorsed Mr. Blanton's methods, and said it was similar to the way he conducted a weekly newspaper thirty-five years ago.

"My Experience with a Country Newspaper," was the subject of a clever paper by L. O. Nelson, of the Bunceton *Eagle,* brother of the prize winner. He, like his brother, believes in local news, plenty of it, and said that fearlessness and truthfulness makes friends for a paper. He covered the intricacies of a country daily with studied detail.

E. P. Caruthers of the Kennett *Democrat,* discussed legal advertising, advocated a change in legislation, revealed some secrets not for publication and criticised editors in the legislature for neglecting their opportunities.

LEGISLATION COMMITTEE PROPOSED.

H. J. Simmons, editor of the Clarence *Courier,* member of the Legislature and a candidate for Lieutenant-Governor, said that the newspaper men of the state must do a little lobbying on their own account if they want favorable legislation. He advocated the appointment by the association of a legislation committee.

J. W. S. Dillon, of the Grant City *Star,* discoursed upon the best method of getting subscriptions. He said there were a hundred ways, and told of his success with a serial story, statistical and general news letter and a county map.

NEW MEMBERS ELECTED.

The following new members were indorsed by the Credentials Committee and elected by accalamation by the association:

T. A. Dodge, Milan *Standard;* Mrs. F. N. Frost, Vandalia *Leader;* E. H. Shepperd, Eldon *Advertiser;* Lewis Lampkin, Lee's Summit *Journal;* E. G. Lewis, of the *Woman's National Daily,* St. Louis; C. P. Vandiver, Keytesville *Courier;* J. W. S. Dillon, Grant City *Star,* and F. D. Bacon, of the Popular Bluff *Democrat.*

The following committees were named by President Gray:

Credentials—Howard A. Gass, Jefferson City *School Journal;* H. F. Childers, Troy *Free-Press;* Ovid Bell, Fulton *Gazette;* R. M. White, Mexico *Ledger;* John W. Jacks, Montgomery *Standard;* H. J. Simmons, Clarence *Courier.*

Memorials—W. O. L. Jewett, Shelbina *Democrat;* Walter Williams, Columbia; Jule Cole, Higginsville *Jeffersonian;* Ben F Wood, Laredo *Herald;* C. W. Mulivex, Labelle *Star.*

Auditing—W. R. Painter, Carrollton *Democrat;* George A. Trigg, Richmond *Conservator;* James Todd, Maryville *Democrat;* Phillip Gomez, Macon *Republican;* J. H. Lavender, Jonesburg *Journal,* and W. L. Thomas, St. Louis *School and Home.*

Resolutions—William Southern, Jr., Independence *Examiner;* G. M. Harrison, Gallatin *North Missourian;* J. R. Lowell, Moberly *Democrat;* Captain C. J. Coldin, Maryville *Forum;* J. H. Nolen, Lagranfe *Indicator;* W. C. Shanklin, Rolla *Times;* W. P. Drummond, Palmyra *Herald.*

Constitution and By-Laws—J. K. Poole, Centralia *Courier;* Arthur All, Lamar *Democrat;* John Beal, Mexico *Message;* J. P. Campbell, Doniphan *Prospect News;* W. L. Dameron, Huntsville *Herald;* W. W. Kinlock, Versailles *Republican.*

SPEED LIMIT FRACTURED.

Following adjournment in the afternoon session the editors and the ladies in attendance at the meeting were given an auto ride over the city and the speed limit was sadly fractured. In the evening a reception was given to the visiting women at the various hotels and a smoker was tendered the men at the opera house. Speeches were made by Byron Williams, *Western Publisher;* B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago, and William Southern, Jr., of the *Independence Sentinel.*

Excelsior Springs, Mo., May 28.—The declaration of Cornelius Roach, editor of Carthage *Democrat,* and candidate for the Democratic nomination for Secretary of State, that woman suffrage should be adopted, was applauded by the editors in attendance at the Missouri Press Association.

Mr. Roach was discussing the benefits that, he said, would accrue to Missouri newspapers from the state primary law, when he maintained that "another measure that will have a tendency to make the newspaper indispensable in more American homes will be the adoption of woman suffrage, a sentiment much nearer enactment into law than any of us realize."

The editors applauded vigorously.

"As the publisher of a paper, one that has been in harness for nearly twenty years, I heartily approve of the primary law," said Mr. Roach, who for five terms has been secretary of the State Senate.

PROGRESSIVE POLITICAL ACTION.

"Party nomination by popular vote is the most progressive political action taken since the love of liberty disenthroned kings and monarchs and enfranchised the people to carry on the affairs of government in what is known politically as a Republic. Primary elections operate to disengage the people from the clutches of the ruler by 'divine right,' the feudal lord whose spirit finds a modern home in the methods, machinations, covert influence and cunning power of the party boss."

The paper of Editor Davis, of the Butler *Democrat,* upon "Advertising" proved to be one of the most interesting of the second day's session. He quoted from the Bible to prove his contention that the art of exploitation was early learned.

In the course of his address on "Legal Rates for Legal Printing," William Southern, Jr., of the Independence *Examiner,* said that the character of a newspaper must be like a man.

"Without a character no paper has any influence," he said. "It is just as wrong to sell the editorial support of a paper for

political patronage as for cash. Where a politician wants to use your columns to secure a nomination or election mark his copy 'Advertising,' and charge him space rates."

"Don't Monkey with Buzz-Saw."

E. P. Caruthers, of the Kennett *Democrat;* J. C. Patterson, of the Marshall *News;* Sam W. Davis, of the Butler *Democrat,* and C. P. Vandiver, of the Keytesville *Courier,* all joined in the discussion on the suggested change in the law regarding legal printing rates Mr. Patterson counseled his hearers to "let well enough alone and not monkey with the buzz saw."

Mrs. Lily Herald Frost, of the Vandalia *Leader,* read a descriptive paper on "Our Town." She said she is proud she is a Missourian, but has a "nearer and dearer feeling for our town." Mrs. Frost received an ovation.

"The Country Press," was the title of a paper by Charles F. Lewis, of Quincy, Ill. E. S. Horn, vice-president of the Associated Adevertising Clubs of America, spoke on the importance of advertising clubs to publishers.

"Newspapers in Europe," were discussed by C. M. Harrison, of the *North Missourian,* Gallatin, and Walter Williams, dean of journalism, of the State University, who visited 1,000 newspapers in thirty countries in the interest of the St. Louis World's Fair.

ADVERTISING HELPS THE NEWS.

Walter Ridgeway, of the Kirksville *Express,* discoursed on "The Country Daily." He said news was paramount, that it must always have the first consideration, but that advertising is to news what the cord is to the bow.

The report of the House Committee appointed to find a permanent meeting place and fishing resort for the editors was read by Chairman Philip Ganz, of the Macon *Republican.* The site has not yet been found.

The Small Daily Press Association of Missouri was temporarily organized here today by the election of W. R. Painter, editor of the Carrollton *Democrat,* and a candidate for Lieutenant-Governor, as president. J. S. Brenneman, of the Sedalia *Capital,* was chosen secretary.

Excelsior Springs, Mo., May 29.—One of the most successful meetings in the history of the Missouri Press Association closed here today with the election of H. F. Childers, of the Troy *Free Press,,* as president for the ensuing year. Other officers elected are: C. M. Harrison, Gallatin *North Missourian,* first vice-president; J. R. Lowell, Moberly *Democrat,* second vice-president; Mrs. Lilly Herald Frost, Vandalia *Leader,* third vice-president; John P Campbell, Doniphan *Prospect-News,* recording secretary; J. Kelly Poole, Centralia *Courier,* corresponding secretary, and Howard A. Gass, *Missouri School Journal,* Jefferson City, treasurer.

The following delegates to the convention of the National Editorial Association, to be held at St Paul, August 17th, were also chosen: J S Brenneman, Sedalia *Capital;* B. F. Wood, Laredo *Tribune;* Ovid Bell, Fulton *Gazette;* W. O. L. Jewett, Shelbina *Democrat;* Omar D. Gray, Sturgeon *Leader,* and J. Kelly Poole, Centralia *Courier.*

The ex-officio delegates from Missouri to the National Editorial Association Convention are: E. W. Stephens and Walter Williams, former presidents; R. M. White, former recording secretary, and W. R. Painter Executive Committeeman.

The editors were addressed in the morning by William Marion Reedy, editor of the St. Louis *Mirror;* Abraham L. Lawshe, Third Assistant Postmaster-General, and Walter Williams, dean of the school of journalism of the Missouri State University.

PRAISE FOR COUNTRY EDITORS.

Mr. Reedy praised the country editor as the real editor and tickled the vanity of the rural scribes when he put the big metropolitan dailies on the gridiron, in his inimitable way, grasping the opportunity to grill the city press to a nicety.

Third Assistant Postmaster-General Lawshe, who stated that he began life as a printer's devil, became a foreman, reporter, country editor and auditor of postal accounts before rising to his present position, dwelt at length upon the second-class mail privileges accorded to publishers. His paper was in the nature of an argument in favor of existing postal laws and regulations. He was plied with questions by the editors, which he readily answered to their evident satisfaction.

He declared that the second-class privilege resulted in a loss to the Postoffice Department, but said that the postal service was not meant to be self-sustaining, maintaining that, if it were, the rural free delivery would be among the first things that would have to be eliminated.

"The legitimate publisher is recognized as a public servant in the best sense of the term," said Mr Lawshe. "He does a vast amount of real work for his community for which he receives little or no reward. This fact appears to have been taken into consideration by Congress when it passed the law governing second-class mail matter, which conferred a special privilege upon the legitimate publisher."

MISSOURI TAKES THE LEAD.

"The State University School of Journalism Why and What," the subject assigned to Walter Williams, gave the dean of that department, to be established next September, an opportunity to explain its purposes. He called it a Missouri idea put in practice, and said it would be the first school of its kind in America to add a laboratory to the lecture-room, and where a clinic supplants the class.

The school would seek, he said, to do for journalism what the schools of law, medicine, engineering and agriculture, have done for those vocations. Two other universities, he stated, had decided to follow the lead of the Missouri State University, and a third has the same plan under consideration. Mr. Williams spoke with much feeling in asking the support of the newspaper profession for the school and said that it would be "for the bringing up of men who will be of service to the State; for the advancement of the public good and for the glory of Almighty God."

Later the association adopted a resolution indorsing the School of Journalism and commending the Board of Curators of the State University for selecting Walter Williams as dean.

* * *

MISSOURI STATE UNIVERSITY SCHOOL OF JOURNALISM ENDORSED

The following resolution was unanimously adopted by the Missouri Press Association at Excelsior Springs, May 29, 1908:

It is with special pleasure that the Missouri Press Association knows that the Curators of the Missouri State University have voted to establish at that University a school of journalism.

This Association has endeavored ever since its organization to be an educating influence among the newspaper men and those who wish to be newspaper men of the State of Missouri and we look to the establishment of this school of journalism as a continuation and elaboration of our own work.

We are especially pleased that in selecting the head or Dean of this new department as the University of the State, the board has chosen one from our own membership, Hon. Walter Williams, a member whom we delight to honor upon every occasion. We therefore express our endorsement of this action of the Board of Curators of our State University and pledge our support and encouragement of the work to be undertaken, and to the new Dean of the school.

Newspaper Criticism

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconn

AN old superstition among writers is to the effect, that all true literary genius is governed and dominated by "moods"—and that it is quite as possible for a "setting hen" to lay a fertile egg as for one of these true literary folk to produce anything worth while when not "in the mood" to do so.

My own observation along this line leads me to the belief that there is some little ground for this time honored saying, notwithstanding that our more modern authorities teach a philosophy that says we should control our moods, rather than to allow them to control us. But I have yet to be convinced that "moods" play a greater dominating part in the life work of a literary genius than in that of the geniuses of any other calling.

The span between true genius and acute insanity is only a trifle, anyway, and real geniuses are therefore usually peculiar and eccentric persons. They are not always, but generally, people of a finely-strung disposition, a highly sensitive organism, of a nervous temperament, and I believe, more or less of a spasmodic and whimsical nature in thought and deed, and naturally subject to moods.

From these facts, therefore, I reason that among the Americans, true geniuses—especially in the skilled lines of work—are considerably in the majority.

Of course, in all of life's vocations and professions we find the plodder—the dull, easy-going, unruffled, serene character, satisfied with himself, content with his lot, and ever willing to perform the task before him—that patient, cool and calm individual whose shoulder never galls under the collar and whose sides are never chafed by the tugs of drudgery, and whose soul never burns with enthusiastic anticipation of greater things—and while this sturdy type fills a very important place in the great social whole, yet it is not the type of genius, the type that rose from an obscure rail splitter to become the most illustrious president of this great republic, the type that rose from a menial railroad telegrapher up to the pre-eminence of a Wizard of Electric wonders.

Few, if any, amongst us printers, and fewer still, I dare say, amongst us "printer-journalists," there be, indeed, who have not at some time or other felt the full throb of genius in our systems and the mysterious influence of "moods"; but all of us, or nearly all of us, must surely have learned the lesson of the new school. We cannot sit idly awaiting the favors of the Muses, for the printers are howling for "copy", and we must write and write and write, whether we feel exactly like it or not. As a consequence we have become prolific in quantity, even though in quality our product may have sunk at times below the standard of real literature. We have learned to control our "moods" instead of allowing them to dominate us.

O. Byron Copper, De Soto, Wisconsin.

DEAR SIR:—I am sending you another copy of the Windsor *Gazette*, for you to tell me where I could improve the make-up and the ads. The big ad on page 8, I had a lot of fun with. It came in early in the morning, and I was working away on it, when word came they wanted to change it. A clerk came and got the copy, and kept it nearly an hour. When it was returned it was in awful shape, so I put on my

Dinner
1835 R.WALLACE
The Windsor Drug & Jewelry Store
Is offering the latest spring styles of Jewelry at reasonable prices. We especially call your attention to our Watches, Rings, Pins, Charms, Etc. Remember we are the agent for Nature's Remedy, the Celebrated Spring Tonic Laxative, Primley's Sarsaparilla, Etc. We carry in stock all kinds of Patent Medicines, Stock Foods, Drug Sundries, Face Creams, Toilet Powders, Perfumes, and Fancy Goods. Leave your jewelry and watch repairing with us All repairs guaranteed
We can save you money on Hand Decorated China and Silverware
WALLACE, BARKER, & STORM, Proprietors

No. 1

cap and going to the proprietor I got permission to write it up to suit myself. He was pleased with my writing, and has ordered 2,000 bills from the same form. I am enclosing the copy as it was furnished. See anything in the ad like that? Yours, GUY T. DEHAVEN.

In my last installment I believe I gave the Windsor *Gazette* pretty thorough consideration, but I am pleased

No. 2

to note that with this latest contribution Brother DeHaven has again included copies of the half page ads,

one of which I was unable to show last month owing to the fact that it occurred on the reverse side of a page from which I made another selection for reproduction, and thus became mutilated. Exhibit 1 is the ad as "the other fellow" set it, and in Exhibit 2 we have the same ad as reset by my correspondent. To be sure, there is a great advantage in having the second "crack" at the composition of an ad; and that Brother DeHaven fully availed himself of this advantage is self-evident. The superiority of the latter specimen rests chiefly in lay-out and treatment in detail. By virtue of the facts as related in the foregoing letter I fully appreciate that specimen No. 3 was created under rather trying circumstances, yet I cannot forego the assertion that I am not wholly pleased with it. It is not sufficinetly concise either in wording or display to entitle it to the class of good advertising. Confined as I am here to brevity, I may

AUCTION AT WINDSOR

$4,000.00 worth of High Grade Clothing, Gents' Furnishings, Ladies' Shoes and Oxfords, Men's Oxfords and Shoes, Hats, Caps, Underwear

Suit Cases, Trunks, Dress and Work Pants and Shirts, and in fact everything we have in stock must be sold at once,

Sale starts Saturday

and night until sold out

at Auction at Your Prices

As my health will not permit me to continue in business I am going to put my entire stock of Clothing, Shoes, Gents' Furnishings, Etc., on sale at prices that will do you good. If you are in need of Summer Goods now is the time to buy; and now will be a good time to buy what winter goods we have left over and put them away until you do need them. Remember nothing is reserved, everything must go

First sale will be held Saturday, May 30. Future dates will be announced in The Gazette each week until every article is sold.

SUITS

SHOES

Auctions every Saturday afternoon and evening.

PANTS

Suit Cases

OXFORDS

Underwear

ATTENTION

Neckwear

HATS

SHIRTS

Auctions Will Be Held Every Saturday Afternoon and Night Until the Stock is Closed Out

G. T. ALLEN, WINDSOR

No. 3

not be able to completely explain my stand as regards this exhibit; but shall nevertheless make an attempt: In the first place, the main line is not sufficiently clear or suggestive of the chief thought for which publicity is desired. "Auction at Windsor" might suggest the public sale of anything—second-hand farm machinery, household goods, or some other old truck, in the city of Windsor—whereas a line something like, "Auction at Allen's" would give a more definite idea; or, "Allen's $4,000 Stock to be Sold at Auction," is still better. The main aim in writing any advertisement should be to express in one's main line the main thought and purpose of the advertiser. The introductory description, then, following this statement need not be so prominent; but the date of the opening of the sale—positively one of the most important facts—should be the secondary display line: For instance, "Sale Begins Saturday, May 30." Many other suggestions might be offered in criticism of this specimen, but for the present these must suffice.

* * *

Editor Newspaper Criticisms, De Soto, Wisconsin.

DEAR SIR:—I enclose a sample page from our weekly paper, and would like to have your opinion as to how we average up with the general run of papers in our class. We print on a Diamond cylinder, and most of the work on the paper—all ad-setting and mechanical work—is done by Len Campbell, who also made the photos from which the cuts in our fish story were made. This is just a fair sample of Len's work; he is only nineteen. This is a very little village in a very new part of Northern Michigan.

Very respectfully, (Mrs.) J. L. CAMPBELL.

In replying to the above letter it affords the critic pleasure indeed to report that this specimen page from the Barrytown *Press* compares favorably with the pages of average weeklies. The impression is creditable, and the ad work probably a degree better than that of the general run of newspapers of this class. The cuts from Len Campbell's amateur photos are very pretty and make a fine embellishment for the "fish story" alluded to. Master Campbell is doing first rate work for a lad of his years, and I hope to be favored with a complete copy of the *Press* later on.

* * *

Mr. O. Byron Copper, De Soto, Wiscosin.

DEAR SIR:—On account of Mr. Perry's former interest in newspaper work, and our interest in the NATIONAL PRINTER-JOURNALIST, I am sending you a copy of our Woman's Club Edition of the Sheridan *Enterprise*. Mr. Perry says you will criticise it, and I am anxious for an honest criticism. So herewith mail you a copy today. Yours truly,

MATILDA GRACE PERRY.

A thirty-two page, six-column paper—one folio of which was a heavy enamel stock—and all gloriously and profusely illustrated with halftones of the most appropriate character, constituted this Woman's Club Special Edition of the Sheridan, Wyoming, *Enterprise*, of which Mrs. Perry writes above. It is a task beyond my capacity at this particular time to enter into minute details in the review of this ponderous and no less admirable edition; but generally the Sheridan Woman's Club, as amateur editors, have merited the unlimited praises of sterner critics than I. The contents of this special edition cover a limitless field, are chosen as relates to subject with a discretion worthy of a professional editorial staff—and it is interesting to note that while all is evidently the product of feminine heads and hands, each and every topic has been handled in a most intelligent, concise and able manner. The editorial staff appointed by the Sheridan Woman's Club for this stupendous undertaking was as follows:

Mrs. Geo. Perry, General Manager,
Mrs. J. J. Bentley, Editor-in-chief,
Mrs. C. E. Worthington, Assistant Editor,
Mrs. Harry Leech, City Editor,
Mrs. C. E. Stevenson, Business Manager.

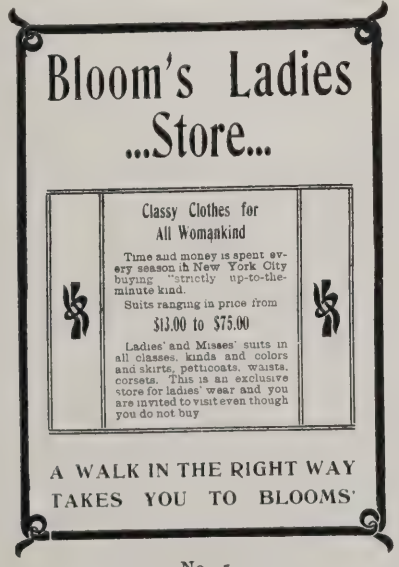
That each of these ladies performed her part well is evident to a degree beyond doubt; but most particularly do Mesdames Bentley and Worthington deserve my highest compliments, and especially for their editorial page, which sparkles with a highly intelligent treatment of subjects of timely interest and general importance. Mrs. Harry Leech, as city editor, too,

comes in for her proper share of praise, since the local news features of this big special edition are creditable. Mesdames Perry and Stevenson, as general and business managers, must have all due credit for the financial success of the venture, and this indeed

"You are as Welcome as the Flowers in May"
— AT —
BLOOM'S
The kind of clothes that pay. Big dividends in confidence, respect, appreciation, admiration all come from the few extra dollars it costs you to look better, smarter, more up-to-date than the average. Come to this store where they will and can gladly show you the latest styles. You will be under no obligation to buy.
You will be Perfectly Welcome to Just Come and Look
But be sure that you see our $9.50, $7.00, $7.50, $10.00, $12.50 suits and top coats as well as the top-misses. For your own protection and guarantee of satisfaction look at L. Adler Bros & Co and Schloss Bros & Co. Kind of clothes. We have them. They have made the best, the genuine "Correct Clothes for Gentlemen" for twenty years. You may now look at these coats which represent the styles that we are prepared to show you. Visit us. Satisfaction
"NEW KINKS" FOR THE BOY
That demand an individuality of their own. You will find some original stunts in the styling and making of our boys' clothing that cannot be gotten elsewhere
Given Away Free
with every boy's suit a "Powder River Rule in the Wall" belt and it values. These belts are made of Patent leather and are very effective expensive and durable. They will be free with every boy's suit during the month of May only. Watch our windows for them
The Bloom Shoe and Clothing Company

No. 4

has been gratifying, judging from the liberal support of local business institutions. Since many of the ads of this edition have been treated at the hands of the compositor in a most modern and masterful manner,


Bloom's Ladies ...Store...
Classy Clothes for All Womankind
Time and money is spent every season in New York City buying "strictly up-to-the-minute kind.
Suits ranging in price from
$13.00 to $75.00
Ladies' and Misses' suits in all classes, kinds and colors and skirts, petticoats, waists, corsets. This is an exclusive store for ladies' wear and you are invited to visit even though you do not buy
A WALK IN THE RIGHT WAY TAKES YOU TO BLOOMS'

No. 5

I take the privilege of reproducing several herewith, (Exhibits 4, 5, 6). I must in closing reiterate my oft-repeated statement that these special editions under the auspices of local clubs or societies represent one of the finest available advertisements for both the club and the paper itself and especially is this true

BOSTON STORE FLYER
To the Ladies:
Your efforts in the magnificent write-up of Sheridan and surrounding resources in this number of the Enterprise are appreciated by us. We will, for six days, May 1st to 7th inclusive, offer the following of our well known skirts and shirt waists at reduced prices.
All Ladies' Net and Taffeta Shirt Waists in black, white, ecru, cream, brown blue, etc. Regular 6.00 and 6.50 values. During this week all go at $4.98
All Ladies' black, blue, brown, red, and light shades in Skirts. Material Cloths Panama, Batiste, etc. Regular 5.50, 6.00 and 6.50 values. During this week all one price $4.98
We also have a line of Lawn Waists, long and short sleeves, open front and back, at attractive prices.
Sale May 1st to 7th Inclusive
Boston Store
GEO. E. AUSTIN, Proprietor

No. 6

where the experiment is so generally satisfactory and thoroughly successful as in this case of the Woman's Club Edition of The Sheridan *Enterprise*.

* * *

As the seventh exhibit with this instalment I am pleased to show the facsimile of a certificate of circulation issued to the Philadelphia *Evening Bulletin* by the Association of American Advertisers, on May 8, 1908, certifying that the average daily circulation of that

CERTIFICATE OF No. 376 CIRCULATION
ASSOCIATION OF AMERICAN ADVERTISERS
This Certifies that this Association has examined the circulation of the Bulletin Philadelphia, Pa.
covering a period beginning with the first day of March, Nineteen hundred and seven and ending with the twenty-ninth day of February, Nineteen hundred and eight, verifying the same from the press-room, books of record and system of distribution, and finds that the average number of copies of each issue circulated during said period was two hundred and forty-five thousand two hundred and ten (245,210) each weekday;
and that for the month of February, Nineteen hundred and eight the average number of copies of each issue circulated during said month was two hundred and sixty-six thousand five hundred and thirty-five (266,535) each weekday
excluding all returned, unsold and waste copies
This Certificate is valid only in its entirety
Dated, New York, May 8, 1908.
PRESIDENT
SECRETARY
CHAIRMAN, COMMITTEE ON CIRCULATION
(FOR DETAILS OF EXAMINATION SEE REPORT ISSUED WITH THIS CERTIFICATE)

No. 7

paper during the period from March 1, 1907, to February 29, 1908, was 245,210; and that for the month of February 1,908, the daily circulation of the *Bulletin* was 266,535, exclusive of all returned, unsold and waste copies.

* * *

The *Eagle*, a seven-column, all-home-print folio weekly of East Prairie, Missouri, makes the deplorable error of running a large displayed advertisement on its front page; but it is a newsy sheet, cleanly

printed and with typography of a high order. Exhibit 8 is one of the fine ads from the columns of this publication. The *Eagle* affords a very creditable news service, and maintains a commendable editorial department. The mechanical makeup is about the only

THE HARE AND THE TORTOISE
We have been enabled by constant study and attention to every branch of our business to distance our competitors.
We have never been caught napping.
We have set the pace.
It has been one of sure and steady progress.
In our Dry Goods Department
Price $3.
Royal Worcester "Adjusto" Corsets for stout women---a Corset Triumph
The "Adjusto"
Made in sizes from 20 to 36. Price, $3.00
In our Grocery Department
Implements
It's the John Deere---the best on earth
A High Art Model of Perfection
Our Prices are within the reach of everybody
In our Hardware
Goodin Mercantile Company
"WE SELL EVERYTHING"
EAST PRAIRIE - - - MISSOURI
FREE!
Absolutely Free
Rogers Silver Plate that wears. These goods are noted for their beauty of design, careful manufacturing, brilliancy of finish and long wear. Wm. Rogers Bros' tea and table spoons, butter knife and sugar shells, knives and forks
Save your tickets and get any of the above mentioned free of all cost. Every $1.00 cash purchase will entitle you to a TICKET; don't forget to ask our salesman for it.
This silverware makes nice wedding presents, or presents for your mother, sister or brother
Call and let us explain how you get these elegant and useful presents free of charge

No. 8

feature of this sheet with which I might take serious issue, and I have of late so minutely exploited what I deem proper and expedient along this line that I feel it superfluous to further enter into the subject.

* * *

A fine, clean, neat, original and newsy paper is the Colville, Washington, *Examiner,* a six-column, all-home-printed quarto. The fine impression and the

Any Woman's Suit in Stock for One-Third Less
$15 suits for $10
$20 suits for $13.35
$22.50 suits for $15
$25 suits for $16.65
$30 suits for $20
$35 suits for $23.35
$40 suits for 26.75
The Big Department Store
F. Barman Colville

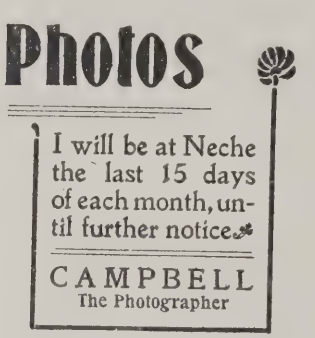
No. 9

neat, tasty displayed composition make it a veritable delight for an idealist's contemplation. Too bad, though, that displayed ads are tolerated in first-page positions. While I have written of this as a six-columned sheet, I should explain that the first and last pages consist of four columns each, of a wider than regulation measure. This gives a novel and not displeasing aspect. The local news service is excellent, and a fine editorial department is in evidence.

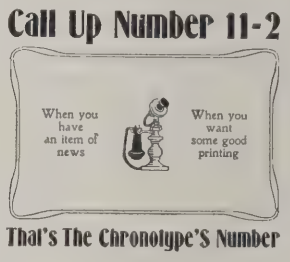
Only the latest and most artistic letters enter into the typography of this distinctive sheet, and that its compositors know exactly how to exploit them to the very best advantage, is proved by the accompanying reproduction (Exhibit 9). The use of pica column rules add no little to the up-to-date appearance of this paper's pretty pages, and the subject matter thereof is up to standard.

* * *

Two five-column pages, out of the total of eight, constitute the local side of the *Teller,* of Brooklyn, Wisconsin, edited and published by M. V. Adamson. This little sheet revels in different members of the



No. 10

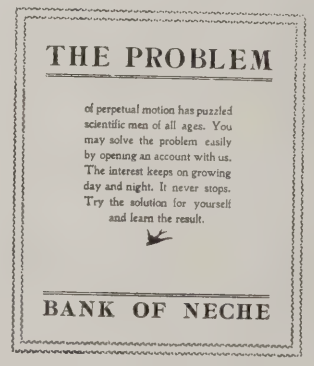


No. 11

famous "Cheltenham Family", used exclusively in its display, and is generally creditable in every respect, mechanically and otherwise. More readable news is presented in the two tiny local pages than some larger papers give their readers. The *Teller* is a new publication, this being a copy of only the eighth edition of the first volume, and as it advances in its journey on the sea of journalism it will doubtless improve and enlarge. It looks like a paper that would.

* * *

Another copy of the Belleville, Wisconsin, *Recorder* gives the gladsome tidings that Editor E. R. Adamson is succeeding well in keeping his paper up to the high


THE PROBLEM
of perpetual motion has puzzled scientific men of all ages. You may solve the problem easily by opening an account with us. The interest keeps on growing day and night. It never stops. Try the solution for yourself and learn the result.
BANK OF NECHE

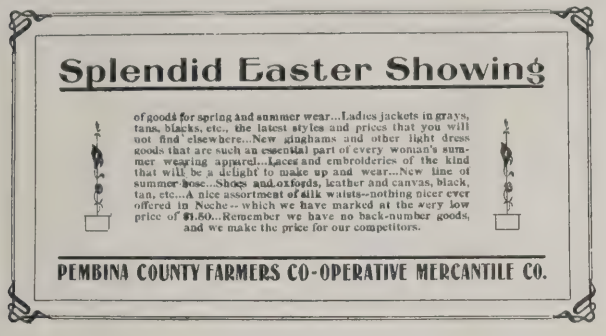
No. 12

standards noted in the past. Just now the *Recorder* has a voting contest on, the objective aim of which is the increase of the circulation by donation to the most popular party of a set of Quaker City Cut Glass. This department wishes the project an abundance of success.

* * *

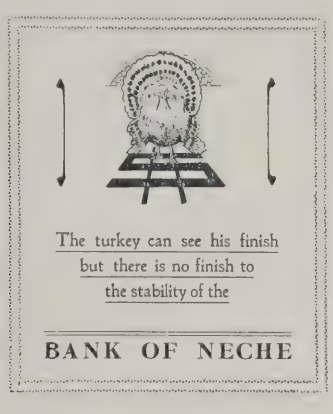
I began this installment with a few random thoughts on the subject of genius. Am reminded of it by my present inspection of a couple of copies of the Pember-

ville, Ohio, *Leader*, which convince me that Brother Geo. H. Speck, of the same publication, is a genius in constant possession of the proper mood. His bright little paper is bubbling over in every column with


Splendid Easter Showing
of goods for spring and summer wear...Ladies jackets in grays, tans, blacks, etc., the latest styles and prices that you will not find elsewhere...New ginghams and other light dress goods that are such an essential part of every woman's summer wearing apparel...Laces and embroideries of the kind that will be a delight to make up and wear...New line of summer hose...Shoes and oxfords, leather and canvas, black, tan, etc...A nice assortment of silk waists—nothing nicer ever offered in Neche—which we have marked at the very low price of $1.50...Remember we have no back-number goods, and we make the price for our competitors.
PEMBINA COUNTY FARMERS CO-OPERATIVE MERCANTILE CO.

No. 13

sparkling, sprightly stories. He has that enviable faculty of taking the most commonplace occurrence, event or incident, clothing it with interest, and weaving it all into a timely and fascinating news-story. Just so was the article headed, "On the Ground Floor," in one of the late issues at hand, an article of consider-



No. 14

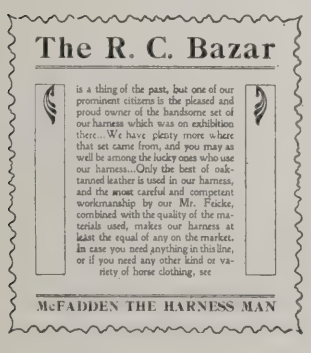
able length, and greater charm, on the simple fact of the *Leader's* initial experiences in the occupancy of its new ground floor quarters. That's genius.

* * *

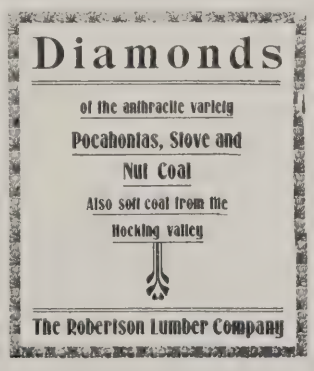
An otherwise splendidly written ad in a Minnesota paper says: "We aim to carry everything in the confectionery line, which includes cigars and tobaccos."

* * *

I cannot see how in the world I happened last month to overlook this exquisite bunch of ads from Brother


The R. C. Bazar
is a thing of the past, but one of our prominent citizens is the pleased and proud owner of the handsome set of our harness which was on exhibition there...We have plenty more where that set came from, and you may as well be among the lucky ones who use our harness...Only the best of oak-tanned leather is used in our harness, and the most careful and competent workmanship by our Mr. Fecke, combined with the quality of the materials used, makes our harness at least the equal of any on the market. In case you need anything in this line, or if you need any other kind or variety of horse clothing, see
McFADDEN THE HARNESS MAN

No. 15



No. 16

Rex H. Lampman of Neche, North Dakota, but it appears that I did. Perhaps I may make adequate amends by herewith reproducing the major portion of the grist as exhibit 10 and 16—each individual specimen a fertile source of inspiration for the devoted ad-builder.

* * *

The paper coming the nearest to carrying out the ideals of this department is probably this beautiful sheet from Hillsdale, Michigan—the *Democrat*, by H. C. Blackman, a weekly, consisting of some twelve six-columned pages. That the front page is a veritable joy and a demonstrative specimen of intelligent and up-to-date newspaper making, may be judged by careful reference to the accompanying reproduction. (Exhibit 17). The *Democrat's* leading virtue is rep-

HILLSDALE DEMOCRAT.

VOL. LI. TWELVE PAGES HILLSDALE, MICHIGAN FRIDAY, MAY 8, 1908. TWELVE PAGES NO. 1

THE FUTURE OF HILLSDALE

TRAVELERS who have seen the western hemisphere from coast to coast in "The States" and Canada and from the northern to the south ro boundaries, declare with truth that Southern Michigan is the garden spot of all.

And perhaps the greatest handicap to its power and make one's home in our own Hillsdale. We possess much undeveloped opportunity the varied natural resources, the fruit, the grain, the pastures, the water, the soil, and our people are an unfavorable prosperous, intelligent and wholesome to live among, that advantages which would be prized and expanded and exploited in less favored sections of the country are here taken as a matter of course.

So content has Hillsdale been in times past with these self-evident favors that until within recent years nothing further was particularly urged as desirable or possible.

With the advent of factories a larger has come. A new stimulus has been injected into the life of the community. The lesson is being learned that if a few factories are good, more will be better, and how we realize that the way to get more is to support and encourage those we have. They don't want our money—much but they do want our good will and moral support. They want words of appreciation, optimism, good cheer and good will not those of doubt, suspicion and pessimism, fault-finding.

It is obligatory upon every member, of citizens of Hillsdale to keep the present spirit of ambition and commercial development in a healthy, sturdy, active condition. It must not be permitted to lapse. And one of the agents will never turn the trick. We must stick to the task, and stick both individual and

No one individual or group has a monopoly of good ideas. Plans for our municipal and industrial betterment well worthy of serious consideration may mature in the minds of those not permanently identified in Hillsdale's business affairs. If so, don't wait for others. Give your idea to the world at once. If you would like to have it printed, send it to the newspaper. Wonders may be accomplished by a strong and sturdy pull all together. Try it and see.

No. 17

resented in its superlative contents, in which respect I have seen few, if any, papers that excelled it. The news of the county is given in the form of some forty-five or more news letters from the various precincts—a service in this direction which I have never seen equalled. Generally these letters, too, seem to have been prepared for the *Democrat* by persons well qualified for the task. The recording of the happenings of Hillsdale itself is not in the least neglected, either, and the editorial department, which is also extensive, is positively classical. All typographical styles (by which I mean the title, and headings, in which there is some considerable variety of the latter) are truly modest, neat and conservative. In the single-column, double-deck heads, used on the first page, a better effect would be secured if care were taken in each instance to have the first line a full one. I could not begin to enumerate the columns of advertising with which this sheet is filled, so numerous are they, and all of these typographically, are done in a serviceable, though I must confess, not at all dainty manner, the lack of daintiness being due principally to the admixture of too

many different bold faces in individual specimens. The *Democrat* is too big a paper—and too good a paper—to admit of exhaustive review at one sitting, hence I offer a standing invitation for future visits.

* * *

This brings me down to the last, but that which is nevertheless probably the most important of this month's receipts, which was introduced by the following "linotyped" letter from Foreman A. F. Lewis:

CHEYENNE, WYOMING, May 2, 1908.

Mr. O. Byron Copper, De Soto, Wisconsin.

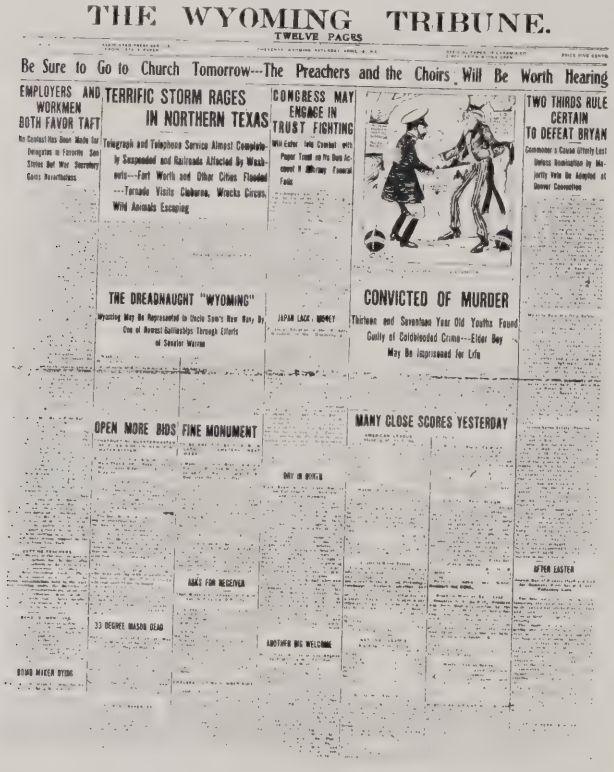
DEAR SIR:—I am sending you under separate cover several copies of the Wyoming *Tribune* and as foreman of the sheet would be pleased to receive a general criticism of them.

We get out an eight page semi-weekly besides our daily. We have two Linotype machines and our force consists of two operators, an ad man, a boy and myself. I realize of course that the general run of ads are not the best by any means, but taking into consideration the amount of work handled by the force, I think it is a pretty fair showing.

Yours very truly,

A. F. LEWIS.

The Daily *Tribune* is the regulation seven-column size. That a really metropolitan aspect is afforded by the first page may be seen by the reproduction shown


THE WYOMING TRIBUNE.

TWELVE PAGES

Be Sure to Go to Church Tomorrow---The Preachers and the Choirs Will Be Worth Hearing

EMPLOYERS AND WORKMEN BOTH FAVOR TAFT

TERRIFIC STORM RAGES IN NORTHERN TEXAS

Telegraph and Telephone Service Almost Completely Suspended and Railroads Affected By Washouts---Fort Worth and Other Cities Flooded ---Tornado Visits Cleburne, Wrecks Circus, Wild Animals Escaping

CONGRESS MAY ENGAGE IN TRUST FIGHTING

TWO THIRDS RULE CERTAIN TO DEFEAT BRYAN

THE DREADNAUGHT "WYOMING"

CONVICTED OF MURDER

Thirteen and Seventeen Year Old Youths Found Guilty of Cold-blooded Crime---Elder Boy May Be Imprisoned for Life

OPEN MORE BIDS FINE MONUMENT

MANY CLOSE SCORES YESTERDAY

No. 18

here as Exhibit 18; but the letter adapted to the heads is of too bold a character to please an esthetic eye. The style of the "single-column-scare" is original and uncommon, but not to be held up as a model. I have some knowledge of just what the amount of work required in getting out such a paper as the Wyoming *Tribune* really is, and from my own experience in similar offices I should judge that there were work enough on the floor of the composing room for at least one more hand. The making up of such a paper, with a semi-weekly edition in connection, in itself constitutes all one ordinary printer can handle, and handle it well, and I am surprised that the *Tribune* adman achieves such creditable results as he does, with the amount of work which he must have to accomplish. Then besides these two important tasks, there is a lot of hand-setting in these, too. Therefore, I have a pretty accurate picture of the hustle and bustle which attends the mechanical making of the Wyoming *Tribune*. Hence, to sum up, I most heartily agree, with Foreman Lewis in that, considering the amount of labor which the force is compelled to handle, the result is not only fair—but exceptionally good. The full and double-page ad specimens in copies of the *Tribune*

WE WANT YOU!
Yes Sir, we want you and every other man in this locality to center his Spring Suit thoughts on this store.
It's certainly time to give your faithful but tired Winter Suit a rest and turn your attention to our
Fresh Spring Styles
One of the nicest things about our Spring Suits is that you don't see the same suit all up and down the street.
Every pattern used in our Men's suits is confined exclusively to us. So, your chances of ever running across your double are very slim, indeed
The Bon
SHOE & CLOTHING CO.
WE HAVE THE SMART THINGS IN OXFORDS
THOSE WHO ARE LOOKING FOR BETTER SHOES THAN OURS ARE STILL LOOKING

No 19

EASTER CLOTHES
Make it a point right now to see our EASTER SUITS for BOYS. They're new, seasonable, appropriate: a great number of styles with a scale of prices that permits buying at your own figures—we have the correct thing for any boy above 2 1-2 years
$2 to $10
TIME FOR OXFORDS
you will be pleased with the new Florsheim and Stag Oxfords we are showing
New Blacks New Tans and Oxbloods
$3.50--$4--$5
Get a pair for Easter
Copyright 1908 by Hart Schaffner & Marx
The "Open Season" for Good Clothes is at hand. Our new stock of fine suits, top coats, and cravenettes is now ready for your inspection and your wearing.
The new styles are very smart and very appropriate for EASTER.
We'd just like to have you see the various models we show in the Varsity sack suit, they're the snappiest you'll ever see.
The new fabrics, too, are especially attractive, bright colorings, handsome patterns.
SUITS $10 to $30
This store is the home of Hart, Schaffner & Marx Clothing
JOHN HARRINGTON

No. 20

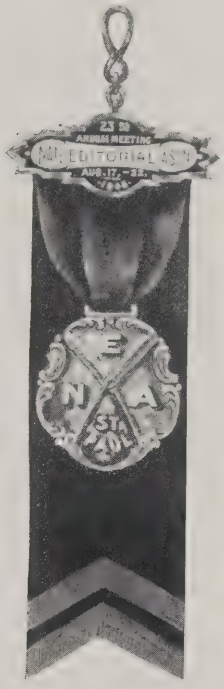
with which the contributor has favored me, are all pretty well done for ads of such immense proportions, and several other lesser specimens of merit are noted, from which I select several of the latter for reproduction herewith. (Exhibits 19 and 20.)

GRANT VAN SANT
Chairman Entertainment Committee

WINN POWERS
Chairman Invitation and Reception Committee—Pub. Odd Fellows' Review

F. G. LESLIE
Chairman Finance Committee—F. G. Leslie Paper Co.

J. J. DOBSON
Chairman Ladies' Committee—N. W. Newspaper Union



S. C. THEIS
Chairman Committee on Publicity

JOHN BRANDTGEN
Chairman Committee on Badges and Printing

LOUIS BETZ
Chairman Committee on Hotels

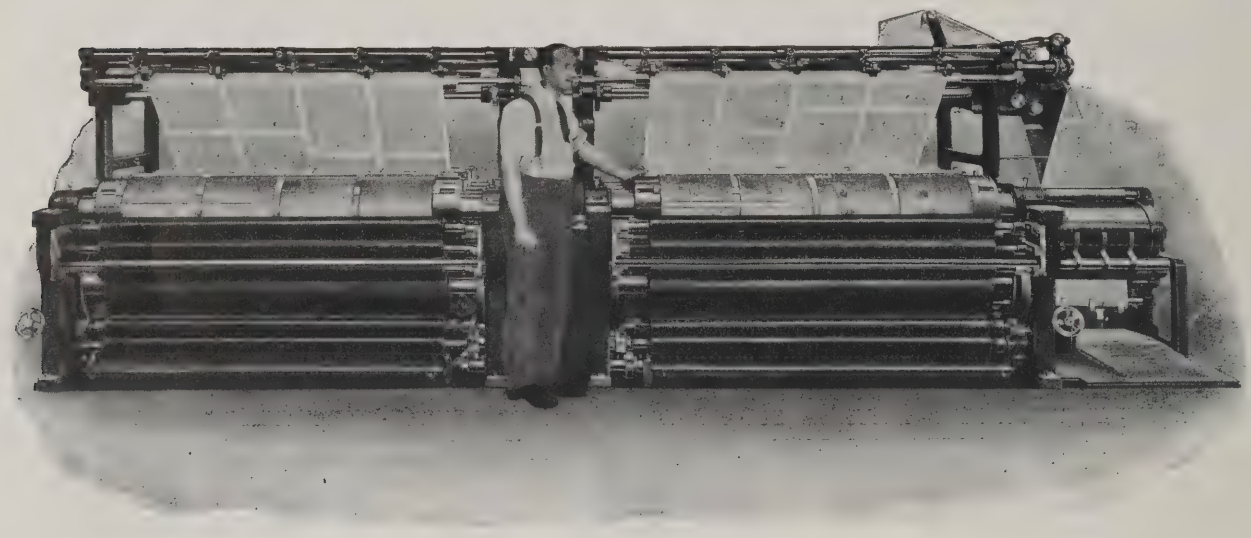
TAMS BIXBY
Manager Pioneer-Press, St. Paul, Minn.

Chairmen St. Paul N. E. A. Entertainment Committees (See page 477)

THE DUPLEX

SIMPLEST PRINTING MACHINE EVER BUILT

GREAT REDUCTION IN OPERATING EXPENSES



A THIRTY-TWO PAGE DUPLEX ROTARY PRESS, SHOWING THE REMARKABLE ECONOMY OF SPACE

MECHANICAL CONSTRUCTION UNEXCELLED

THE DUPLEX combines High Speed with Economy, costs far less to keep in repair than any other of same capacity, and its working parts are all accessible while in operation.

DUPLEX PRINTING PRESS COMPANY

ROTARY PRESS

CONCISE OPINIONS

The character of the work done on the Duplex Rotary is of the highest rank. The speed is not approximately, but absolutely, 25,000 per hour. The press is exceeding every representation made by you for it.

MILWAUKEE (WIS.) DAILY NEWS.

We are convinced that the Duplex has effected a revolution in press building. It has given us the most complete satisfaction.

RICHMOND (VA.) TIMES-DISPATCH.

After using the Duplex Rotary eighteen months we can only repeat what we have said from the start; that we consider it a marvel of simplicity in construction and operation.

JOURNAL OF COMMERCE AND COMMERCIAL BULLETIN, NEW YORK.

Our thirty-six page Duplex is working in the most satisfactory manner. It does good work and does it rapidly. The Duplex is unquestionably the great printing press of the future.

VANCOUVER (B. C.) PROVINCE.

Have used a Duplex Quad with full multi-color equipment ten months and are delighted with it. Our run often exceeds 80,000 copies without a hitch.

SVENSKA AMERIKANSKA POSTEN, MINNEAPOLIS.

The Duplex has been completely successful from the very first run. The Enquirer is conceded to be the best printed newspaper around San Francisco Bay. Your product deserves success.

OAKLAND (CAL.) ENQUIRER.

We ran our first edition on the new Duplex without a hitch. This is the first time in our twenty-five years of practical experience—have used six rotary machines—that a run like this was ever accomplished. The press is a model of simplicity. BRIDGEPORT (CONN.) MORNING TELEGRAM.

In character and quantity of product the Duplex has more than met every expectation. It excels any other rotary we have seen.

LANCASTER (PA.) NEW ERA

Today completes one year's operation of the 20-page Duplex Rotary Press. The most moderate thing we can say is that we are glad to repeat the words of praise given you six months ago. The machine is all we expected and more.

JACKSON (MICH.) PATRIOT.

BATTLE CREEK, MICH., U. S. A.

THE NATIONAL PRINTER JOURNALIST

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

437 FIFTH AVENUE, NEW YORK CITY

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office
BENJAMIN S HERBERT . . . . . Secretary

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d

FOREIGN SUBSCRIPTION AGENTS—International News Company, Bream Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London E. C.; G G Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER JOURNALIST COMPANY by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, JULY, 1908

There is naught more weakening to a newspaper's influence, in these days of reform, than the practise of graft. The press should be above suspicion, beyond temptation and uninfluenced by gain.

* * *

There is a need of publicity with regard to governmental and municipal affairs. Such publicity serves as a protection to the people and induces to carefulness in public expenditures and honesty in the performance of duty. No man is so honest but that he should want his books examined to guard himself from mistakes and from yielding to the temptations to do wrong.

* * *

The publisher who, through influence or favoritism, goes into partnership with corrupt or ignorant officials, or uses his power over them to rob those concerned or the state, county or city, through the very means that were intended for their protection, and to keep the officials from temptation and dishonesty, is not only a grafter but an assassin of public honesty.

* * *

Certainly no one will dispute the self-evident truthfulness, in these times, of the statement that all laws, all ordinances, and all financial transactions of State, legislative, county, and city officials should be published for the information and safe-guarding of the citizens whom they effect, who are supposed to be served and who are to obey the laws and pay the bills. Such publication is called legal advertising and should be paid for at a fair and legal rate.

* * *

If a newspaper man combines with officers or printing committees to secure more than honest prices for legal printing, he commits a wrong, receives graft at public expense and puts himself in the power of the officials at whose hands he receives, dishonorably or illegally, the money that neither belongs to the officials nor to himself.

* * *

In what condition is the press, that connives at and receives illegal fees, to ask honesty at the hands of officials or to influence them in any manner?

* * *

We have heard men regret the loss of the power of the press, the lack of influence of newspapers to secure legislation, and then bewail that which was adverse to their interests, and yet to boast of how they planned to get extortionate or illegal fees for legal advertising.

* * *

At the recent meeting of the Missouri Press Association,—and the newspapers of Missouri may generally be cited as higher in character than those in most any other State—some one regretted the impossibility of getting desired legislation, when one, who had served in the legislature, stated that one trouble was that there were twenty or so editors hanging around, during the sessions, looking for jobs and these did not dare say their souls were their own when it came to asking for any needed legislation as to needed publicity through the press.

* * *

The Chairman of the Legislative Committee in Illinois, once stated to the Association that the worst enemies of provisions for proper publicity, were the selfish swine among publishers, who always wanted to get more than was their due. These caused all publishers to be looked upon as grafters and threw suspicion upon all measures providing for publications in newspapers.

* * *

The dishonesty of the grafter injures not only himself but all members of the craft to which he belongs.

* * *

It pays the newspaper man, above all others, to refrain from the very appearance of wrong-doing in the matter of legal advertising and to see to it that laws intended to protect the people, through providing proper publicity through the newspaper press, are not abused, not made a means of robbing the people through unjust charges or illegal fees.

* * *

An editor should be a gentleman in his own estimation, and then live up to his own estimate.

* * *

The general movement for a thorough training of those intending to enter the callings of printing or newspaper making, should be encouraged by every member of these two responsible callings.

* * *

It is a matter for congratulation, that those who have to do with conducting state universities, and

those who are able and willing to endow, or to provide scholarships in others of our best institutions, have come to consider so highly the callings that are the means of the promotion of business, knowledge, good government, and all worthy institutions, as to provide for thorough preparation for their worthy pursuit. There are no callings that require more of correct knowledge and carefully trained habits of thought, than those of printing and newspaper making. The weal of the public in vast enterprises as well as in all government affairs depends very largely, today, on the reliable, unbiased information of the newspapers and the sane, right treatment of that information by the press. It may be that the people do their own thiking more in this age than formerly, but, be this as it may, they are influenced consciously or unconsciously by the manner in which the facts, or the supposed facts, on which they rely, are presented.

* * *

It is well for everyone to magnify to himself, his own office or work, in all earnestness and with fitting humility as to his ability, to meet its requirements, and it is not amiss to let others know that he highly prizes his work. The man who respects his calling will make himself worthy and cause the calling to respect him and yield honor and support. President Collins, at the meeting of the New York Press Association at Niagara Falls, on June 26th, showed that he had due appreciation and reverential regard for the high calling, which he represented as the head of an organization composed of able and earnest editors and publishers. He said, among other things fittingly spoken:

"It is impossible to overestimate the important part a real, live, active newspaper plays in the life of a community. The school, the church, public library, each fills its valued niche, each has its own peculiar mission to fulfill, each its own ennobling work to perform, and they are individually and collectively worthy of all the honor and encouragement which good citizenship so generously bestows upon them throughout the Christian world. But I believe we may safely contend that the newspaper bears in no small measure the duties and responsibilities of all three combined. It is in constant touch with the masses, an educator in the truest and broadest sense of the word, and if it be worthy the confidence of men, a moulder of healthy public opinion. It keeps men apace with the world as nothing else can."

He said that, "a live newspaper makes a live town," and might have said that an honest newspaper goes far toward making an honest, self-respecting constituency and is the noblest work of man.

* * *

THE COMMERCIAL CLUB

St. Paul, Minn., June 27, 1908.

B. B. Herbert, National Printer-Journalist, 1319 W. Ravenswood Park, Chicago, Ill.

Dear Sir:—The next annual meeting of the National Editorial Association will be held in St. Paul, August 17-23.

The City of St. Paul extends a cordial invitation to all members to attend this meeting. The "latch-key" is on the outside of the door and we can assure you a pleasant outing.

We will show you the largest and best Auditorium in the United States, and the finest State Capitol.

We will take you to our beautiful parks and lakes, and give you a ride on the "Father of Waters."

C. P. Stine, *Secretary.*

WELCOME FOR EDITORS

(from st. paul daily dispatch.)

Great preparations are being made for the entertainment of the delegates to the convention of the National Editorial Association, which meets in St. Paul the week of August 17-23. A general committee from the Commercial Club, with W. J. Driscoll as chairman, and C. P. Stine as secretary, has charge of the arrangements, but sub-committees, with the following chairmen, have been appointed to look after the details: Entertainment Committee—Grant Van Sant; Invitation and Reception—Winn Powers; Finance—F. D. Leslie; Publicity—S. C. Theis; Ladies' Committee—J. J. Dobson; Printing and Badges—John Brandtjen; Hotels, Louis Betz.

The Association held its annual convention here ten years ago, and ex-Mayor Smith says it did more to advertise St. Paul than any other convention which has ever been held in this city, by reason of the fact that the members of the Association control the chief organ of publicity, the press, so that extraordinary efforts will be put forth to make the delegates enjoy themselves and give them a favorable impression of the city. More than 400 visitors, representing every state in the Union, will attend the gathering.

The committees in charge of the arrangements have been working hard, and the program for the convention is complete. It will open on Monday, August 17, at the old capitol, where a business session will be held from 9 A. M. until noon, when the delegates and their families will take cars for Stillwater and spend the afternoon and evening there. Tuesday, August 18, the second day of the convention, will be devoted entirely to business, three sessions being held. On Wednesday, August 19, there will be a business session in the morning, followed by a trip to Wildwood in the afternoon and a reception by Gov. Johnson and other state officials at the new capitol in the evening.

The usual business session will be held on the morning of Thursday, August 20, and in the afternoon the delegates will take an automobile trip about the city, visiting the various beauty spots, including Como Park, the Indian Mounds, state agricultural college, the fair grounds and Summit avenue.

In the evening the delegates will be entertained at the Auditorium with a unique combination of vaudeville, supper and dancing.

Friday, August 21, will be Minneapolis day and will be devoted entirely to sight-seeing. Starting at 10:30 A. M., the editors and their families will take a trolley trip to the Mill City by way of Como Park, the state fair grounds and the University to Lake Harriet. From Lake Harriet they will go to Lake Minnetonka, where they will tour the lake in steamers for two hours, stopping at Big Island Park for luncheon. On their return to Minneapolis they will be banquetted at Donaldson's tea rooms.

Saturday, August 22, the visitors will spend at Red Wing, leaving for that city by steamer at 7:30 A. M. After arriving there they will attend the dedication of the new building of the Red Wing *Daily Republican,* take dinner at the armory and spend the remainder of the day enjoying automobile and carriage drives about the city. Sunday afternoon they will depart on a trip to Duluth, whence they will journey to the Northwest. They will stop at St. Paul on their return and spend all day, Sept. 5, at the state fair.

Several of the entertainment features which have been provided for the editors and their families are unique. The party which makes the automobile tour on Thursday, August 20, numbering about 400, will be one of the largest which has ever taken an automobile trip. The entertainment that evening will have the distinction of combining a vaudeville program, supper and dancing under one roof on the same evening and will give an excellent opportunity of showing the visitors the diverse ways in which St. Paul's auditorium can be used and the quick changes which can be made in its appearance.

One of the largest, most complete and in every way most model, "City Improvement" issues to reach our desk, is that of the Waterloo, Iowa, *Reporter,* of Saturday, June 13th, by Matt Parrott & Sons, L. G. Parrott, editor, and W. F. Parrott, business manager.

The "thirteen" did not queer the issue in the least. The editor appropriately says:

> This edition is dedicated entirely to the great work of improving civic, sanitary and panoramic conditions in the city of Waterloo. It is a chapter in Genesis of the campaign for a clean city, and an appreciation of every deed done that will contribute to the end being worked for. Waterloo is admirably situated for recognition as a cleanly city, and the only activity that needs to be exerted on the part of the citizens to realize anticipation is that which is willing to keep personal premises clean and to spread the gospel of precept by practice.
>
> The entire credit for the lessons to be learned from the articles contained herein, as well as for the merit of the suggestions which may stimulate thought and action along lines not hitherto pursued by even the most progressive citizens of Waterloo, belongs completely to the ladies of the civic department of the literary society, the parent organization of women's clubs in Waterloo. This issue of the *Reporter* is only the medium through which the improvement ideas of the ladies is given widespread publicity, and the *Reporter* is naturally proud of the fact that it was considered an available avenue to spread the gospel of the great work that is going to be undertaken and carried on to improve Waterloo.

The ladies have done the work well, have grandly earned all the credit given, and their portaits shown in a group on the second page of the cover, is ocular proof of the possession of the intellectuality, goodness and refinement necessary to such a task. We were pleased to see, among the faces, two well-known members of the National Editorial Association, Mrs. Matt Parrott, one of the beloved Honorary Members of the Association, and Mrs. W. F. Parrott, the wife of the present efficient Corresponding Secretary. We wish that we could reproduce all the articles treating of City Improvements. They would be of value to every editor in the United States. One of the ablest contributed articles, from abroad, is by the "Manager of St. Paul's Advertising Campaign," under the caption, "Municipal Advertising Makes City Grow." The members of the National Editorial Association will have a chance to see for themselves, during the week of the approaching convention. One feature of this issue is the drawing from other cities as to methods and by way of illustration. It may be easily understood, that we were glad to see a communication, under the caption, "Evanston's Way" from the North End Improvement Association of that city, by C. M. Cartwright, President, for we were the first president of the first "North End Improvement" and made a successful fight, not only for a new schoolhouse there, but for a School Flower Garden, a full page illustration of which we gave in the August, 1893, issue of the National Printer-Journalist. The flower garden was not kept up, in fact, the plan met with opposition, but, at least, a nicely kept lawn replaced the gravel and sand. We do not know President Cartwright. The population of that part of Evanston has largely increased and nearly entirely changed in the eight years since we moved from there to Yew York City, afterwards returning to Chicago, but we are gratified to know that the spirit of improvement still lives, and hope that the present activity is in part the result of the efforts made and the improvements secured in 1893-'94. It is said to be the only organization of the kind in Evanston, and is acting along lines similar to those given in this journal for the benefit of city improvers, away back in 1893.

This is now June 22nd, and we find it is too late to do justice to the *Reporter's* "Civic Improvement Working Fund Edition," in the July issue, so we reserve the rest for August, when we hope to reproduce some of the splendid illustrations as well as some of the matter.

* * *

The newspaper business is a great educator. One who has followed it continuously for many years should be fitted for almost any line of business he may see fit to enter, and yet few there are who leave it for keeps.

It is recorded, however, that Cad Allard, a well-known former Illinois newspaper man, at one time high up in the ranks of journalism in his native state, has made a hit in Oklahoma as the secretary of one of the many Commercial Clubs of the new state.

It is a mooted question, however, as to whether his present conspicuousness is not due to the excellency and true worth of the conditions upon which he bases his work rather than upon his superior ability as a city builder.

Mr. Allard has for the foundation, frame and structure work of his pen pictures, "The Queen of the Washita," "The Gateway to the Southwest,"—Chickasha—one of the most-talked-of and extensively-written-about cities of the new state, and just at this time, the most important point amid the ten million acres of Indian lands that are to become marketable through the removal of restrictions—free to be sold where heretofore they have been apparently as far from the reach of the white man's purse as the stars from earth. Chickasha, being situated in the heart of these lands, they being confined to the eastern part of the state, is the objective point to which the homeseekers and investors will go, using it as the diverging point from which to reach out over that vast area of lands.

This fact, linked with the conceded advantage that Chickasha is the market center, the railroad center, and through cheap water power is to be the manufacturing center, of all that southwestern country, gives foundation for the work of pen that a finished newspaper man has grasped and become a town builder. For instance, Chickasha ships more corn, more cotton and more live stock than any other point in Oklahoma. Last year there was handled at the Chickasha cotton compress, 125,000 bales of cotton, being in value $6,750,000. Chickasha's bank showing surpasses that of any city in the state save two. The beauty of Chickasha's location, her grand imposing church, school and public buildings, modern residences, numerous manufactories, beautifully paved streets and picturesque, swift flowing river—all, all lend to the pen a magnetic influence such as any man, and well trained newspaper man—might use with equal force to that credited to the ex-Illinois scribe, casting no reflections of course, upon his superior abilities. Mr. Allard has the best material to work upon and he makes the best use of it. After all, the man who grasps the opportunity—who occupies fully the grounds he undertakes to cover—is the man of the day and hour. He is a success, wherever you put him.

* * *

A "500,000 Milwaukee" edition of the *Evening Wisconsin,* issued on June 15th, is a satisfactory production. It was sent out as pages 13 to 32, inclusive, of the regular number of that date, but was printed on a whiter and higher grade of paper, making the numerous halftone illustrations used more attractive and

effective in showing the buildings and beauties of the "Cream City of the Lakes." Across the top of each page seven columns in width, birds-eye views, with figures symbolizing the different industries, and the city's growth and wealth, were given. A reproduction of one of these is shown herewith. It illustrates and symbolizes the city's extension and building progress, and was at the head of the page devoted to suburban properties.

All over this country, owing to extensive advertising and use, beer manufacturing is looked upon as Milwaukee's principal resource, but the figures show that the combined products, of machinery and iron and of leather and packed meats, are almost four times greater in value than that of beer, being, in the aggregate, of the value of $98,549,330, as against $26,710,985 as the value of the beer produced. Besides these, the railroad equipment and supplies amounted to $12,319,000 and clothing to $9,029,485. There are 3,470 different manufacturing concerns, that paid out $55,810,370 to 95,287 employes during 1907. There are two things that indicate very accurately the business growth and intelligence of a modern city; these are, the clearings through the banks and postoffice receipts. The clearings though the Milwaukee Clearing House last year, were $562,163,448.11, an increase of $68,747,962.78 over the previous year; and the postoffice receipts were $1,302,831.61, a gain for the year of $121,940.00. Milwaukee is the largest coal receiving port on the Great Lakes. These are figures worth showing. A most satisfactory demonstration is made of development in all lines of industrial, commercial, and educational progress, and of park and city improvements.

Wm. Geo. Bruce, Secretary Merchants' and Manufacturer's Association, the writer of the leading article, is evidently a philosopher as well as as a statistician, and the following introductory remarks, contain truths valuable to, and to be remembered by, newspaper makers, who are constantly called upon to discuss their own cities, the existing faults therein, and their causes and the best means for betterment or improvement:

Cities are like men. They are either strong, weak or indifferent. They will either manifest constructive ability with varying degrees of success or else lead a shiftless or inactive existence. They will either round out their own possibilities or else drift with the stream of time.

Just as men may be endowed with physical strength and intellectual gifts, so cities may be surrounded with natural advantages. Just as men may bring their gifts of mind to the highest plane of useful activity, so cities may realize their advantages in the largest possible manner.

The character and importance of a city can, in a large measure, be judged in the good streets, handsome business blocks, large factories, fine churches, well equipped school houses and comfortable homes which it possesses. In these exterior manifestations the discerning stranger will read the progress of the people—their enterprise, energy and industry.

Milwaukee, as we have had occasion to demonstrate to our readers in the past, is a splendid city, beautiful for situation and the pride and joy of the dwellers therein and a pleasure to all visitors thereto. The citizens have improved their opportunities, and the excellent, loyal, newspaper press—instant and insistent in season and out of season; has been one of the most active and efficient agencies for the great advances and improvements that have been made and the proud position and reputation attained by the city throughout the whole world.

* * *

Sam P. Harben, Editor Echo, Richardson, Texas, and Secretary of Texas Press Association—For Three Years Delegate to N. E. A., and chosen for 1908 Convention.

NEWS WRITERS' ASSOCIATION.

Publishers Printer-Journalist.

DEAR SIRS:—The News Writers' Association is composed of editors and reporters in all of the papers in this district. We have pleasant rooms in the court house and our reading table contains some interesting publications of which the NATIONAL PRINTER-JOURNALIST is one.

Kindly accept our best wishes for the prosperity of your company. Very truly,

J. E. WILLIAMS, Manager.

"WHAT IS THE USE?"

ADDRESS BY B. B. HERBERT, EDITOR OF NATIONAL PRINTER-JOURNALIST, BEFORE NEW YORK PRESS ASSOCIATION, NIAGARA FALLS, JUNE 26, 1908.

ITHIN the sound of the great Niagara, surrounded by all that is inspiring in beauty and grandeur, it would seem almost sacrilegious, if not blasphemous, to ask in any spirit of doubt, of pessimism or misanthropy, "What is the Use"?

As I have visited, from year to year, the place, named by the Indians in their picturesque and musical nomenclature, "The Thunder Water"; as I have witnessed descending floods, the white-capped whirlpools, the rising mists and the arching rainbows, and felt every nerve tingle with new life; every faculty of the mind expanding with a sublime joyousness, and the soul thrilled and vibrating with highest emotion, my thought has brought to memory the words of the devout philosopher, who, enraptured with a view of the constellation as to which Job, fifteen hundred years before Christ, asked "Canst thou bind the sweet influences of Pleiades" —and as he contemplated all the starry heavens, the rolling worlds, suns and systems, revolving in eternal harmony to "the music of the spheres," exclaimed—"The Undevout Astronomer is Mad." So I have felt that one who can view such scenes, as are presented at Niagara and remain, unmoved by the "sweet influences," and undevout "is mad," or very dull. That the forces of these waters have been utilized for man's pleasure, comfort and service, direct and through the production of the mysterious electric fluid to furnish light and power, to my way of thinking, is not out of harmony with the design reaching back through the unnumbered centuries, though the grandeur and beauty should be preserved. There is a limit beyond which what is called utility, in the low, sordid sense or meaning, should not be permitted to mar the ideal. The Falls of Niagara mark, with appropriate and signal sublimity, the outlet of the great system of inland seas, whose shores furnish the desirable and healthful dwelling places of the highest types of enlightened human beings, and whose broad waters afford the highways for the transportation of a greater wealth of products than pass over the Atlantic between the New World and the Old.

In Nature's far-reaching and all-encompassing scheme, that has unfolded through the ages, the Great Lakes and the river and the wonderful Falls of Niagara, were placed for the well-being, the service and inspiration of a mighty people, with intellect and character, to reap the benefits, that were in preparation and waiting through unnumbered centuries. Forget or disregard it as we may, still, all experience, all observation, all history and all the sciences teach that through the countless eons of time, "one eternal purpose runs." By all the ends reached in the physical world and their final utilization in the creation and development of the human race, nature as well as revelation, enforces the truth that man, formed in the image of God, is the crowning work of creation. Every sounding cycle in the Earth's formation and preparation has had its work that has tended to some higher end for man's well being, service and comfort. Ferns, sea-weeds and other vegetable growths flourished luxuriantly and were then buried and under an over-topping pressure, through the agencies of water and heat, were transformed into great beds of coal, stored with latent caloric and power, to await the development of the peoples of Earth, to find use and to render indispensible service. By similar process, forests that grew unseen and monsters of the deep and animals of the land, that lived and died unknown, were buried deep and in Nature's vast laboratory by a mysterious and undiscovered alchemy, transformed into a wondrous oil, and stored away in reservoirs or crevices of the rocks, hermetically sealed with thickly bedded Silurian limestone, or covered with impervious layers of slate, to await the coming of the advanced intellect—endowed "overman" or sovereign of Earth, to give light and heat; to aid in furnishing the mighty agencies of gas, steam and electricity; to be used in workshops and factories to lessen friction, as lubricating oils, and, in its by-products, to alleviate pain, to aid advanced surgery and, as medicines, to relieve men's hurts and diseases; as gasoline to propel machinery, to send boats speeding over the waters, and automobiles over the land, and as a volatile fluid, to even help in the manufacture of ice, so grateful in the heated summer time. Nature has kept ever at work, with system and to an end, with humble means and great, in darkness and in light, never stopping to ask, "What is the use?" Vegetation has fed on air and water, then died and decayed. Rains and frosts have disintegrated the rocks. The decayed vegetation and the disintegrated rocks have formed rich alluvial soils, on which are grown harvests for the feeding and clothing of the nations. The little earth worms have worked from beneath, and the little raindrops have fallen from above, for the benefit of whom they have not known, but all with system and design and to an end out of view but fixed as are the planets in their orbits. From the most humble elements and processes have come all things of use, necessity, comfort and luxury. The lands have been covered with beauty, and the fields have yielded their bounty. Not a blossom has violated the law of its being or asked "what is the use," but all Nature has toiled and groaned together; building more stately and nobler than in the past. Only in the last half century has man discovered the most of the now known higher uses, and now seems to be only on the edge of vast discoveries, that will make him the master of the air, and all its mysterious electric currents, sound waves and life principles, so that distances may be abolished, and man's sight or vision may encircle the earth as it penetrates the heavens, and mind speak to mind around the globe. Though a thousand years has been as but a year in Nature's work, the end has been seen from beginning, and every plant and flower, blushing unseen, every raindrop and passing zephyr has performed its part as well as the great Sun in the heavens, or the countless worlds and revolving systems in the great universe of God. Not even the smallest grain of sand has stopped to ask "what is the use?" With unerring precision, not deviating a hair's breadth from the original plan—else all would have ended in catastrophe—every atom and element has moved without jar and by an unvarying, systematic plan toward the ends of man's service and destiny. As Dr. Peters has recently written: "The tiniest blade of grass subserves its purpose as well as the mightiest monarch of the forest. In season the plants and trees perform their expected parts. In spring-time they put forth their leaves, in summer they flourish in full verdure, in autumn they come to perfection." They stop not to question why but as may well be inferred from all the lessons of nature's records in the ages of the past, they are but reaching the higher ends of service to the crowning work of creation, clothed with reason, sentiment and a something that is above the material, and that cries, "I am that I am," outside of the decaying mortal body.

Man as well as the Earth he inhabits, has had cycles of change, of differing characteristics and varying work, and there has been ever a progress toward higher ends. Unlike the material world, man progresses through a conscious mind, and an asserting will, maintaining and directing, of his own volition. Man knows, understands, reasons. He reads the records of the past and present; knows, interprets and applies to himself the attainments, the aspirations, the struggles and victories of others. Until within a few centuries he had to depend on memory and tradition. Today, through the press, the whole world of the past and present is open to his guidance. The printing press has accelerated man's development and improvement in every possible field and direction. Today man is not only taught by nature "what is the use," of orderly work to an end, but by the broader, more varied

opportunities, the wider understanding and the closer fellowship of all mankind. Centuries ago wise and good men lived, thought and reasoned of duty and destiny, but they were isolated. Their words and wisdom reached scarcely beyond the sound of their voices, and beyond that, if known at all, were distorted and misunderstood. Their teachings as to men's relations, as to duty, piety, immortality, humanity, and religion—singularly alike in all the underlying principles in all ages and in all climes—were surrounded by, or buried beneath, ignorant imaginings and dire superstitions. For centuries the real wisdom of the wise, the knowledge of the laws of Nature and of being, human and divine, of all the natural sciences and of history, were hidden behind cloister walls. The art of printing was invented and the cloisters commenced to give forth their stored treasures to all the world. Despotism still reigned and men and women, drunk with power and unearned ease and luxury, gave themselves up to selfish pleasures, yet having enough of light to foresee the doom and to exclaim, "after us the deluge." The deluge of strife and blood that had been foretold engulfed them. Out of the deluge came the free press and the rights of man. The newspaper came as a mighty agency of progress. It came to the people who had been taught by hardships and care to take account, to care and to heed. It came as the mighty engine of democracy, of the rule of the people, by themselves for themselves, which without the general diffusion of knowledge, of human sympathy, and a united human understanding, would have been impossible. This inheritance that has come to all free peoples, within a little over a century, has enlarged in power and influence, and reaches to all who read—fitted at once to instruct, to voice back the peoples' desires and to enforce their demands and to right their wrongs, Now everything is the use.

Yet there are inequalities and hardships, and men cry out, "What is the use." There are doubts and uncertainties and in the midst of these, men,—forgetful of the harmony and use of all things, forgetful of a mighty destiny, foretold, no less, by the processes of nature, than by the reasoning of all philosophers and the prophecies of wise prophets; by all Scriptures and religions, and by devout scientists—have, in indolence, ignorance and selfish indulgence, cried out "what is the use?" and neglected their parts, the performing of their tasks with precision and perfection, thereby marring their own lives and bringing confusion and loss upon all with whom they are related in service, in the undertakings of industry, of society, of government and of the home. No callings have suffered more, through carelessness, a lack of well founded purpose and painstaking system, than have those of newspaper making and printing. There is a necessity for constant care for almost countless details, yet too many printers, too many reporters, too many editors are constantly saying—"what is the use"?

The American press is for American citizens in the assertion of their rights and the performances of their duties, as free self-governing sovereigns. Is it not of use that it should be well informed, as to all public affairs and questions; and be accurate, unprejudiced, honest, independent, truthful, loyal to all the people, patriotic, fearless and unbought by gain, that liberty may live, justice be done, wise measures be enacted and enforced, and a square deal be given to all and each?

It has been said that in some of our greatest cities, the metropolitan press has lost all its political power and much of its influence to either direct or lead. If this be true, it is owing fully as much to slovenly inaccuracies, as it is to prejudice in giving the news. In metropolitan cities, the patrons of newspapers are little acquainted one with the other, and when a report is given or statements are made as to supposed facts, the great bulk of the readers are unable to judge as to the truthfulness or falsity of the same. This has lead to carelessness on the part of reporters and there seems, very frequently, to be an effort rather to get a sensational or human interest story, than to ascertain the truth, but after one has read, from time to time, reports of occurrences or statements with regard to affairs in his own neighborhood or ward, and has found these to be almost wholly fictitious, he comes to doubt all that the paper contains, either of local or general news. Fiction may have a proper place in a newspaper but not in the news columns. Inaccuracy is the most fatal error in newspaper making.

The newspaper is for the business man, the manufacturer, the educator, the public official and the promoters, and for every interest of the community. Is it not, then, highest use, that it should be informed of, and aggressively interested in all matters of trade and manufactures, as well as in all affairs that touch the well-being of the community, in new industries that may be made locally profiable, all modern means or measures for sanitation, educational and industrial and public improvement, and be able intelligently to aid in promoting the same?

The newspaper is intended for the home, and for every member of the family, old and young. Is it possible to conceive of higher use, than an intelligent familiarity and a loving sympathy with all that pertains to the home, and then the gathering and printing those things that will tend to happiness, contentment, knowledge and virtue, and contribute to improvement and betterment? On the American home rests the hope of the nation and the power and permanent prosperity of the American newspaper. The newspaper should be the counselor, and guide of parents, the wise sympathizer in their aspirations, hopes and joys and the helpful comforter in their mistakes, disappointmens and sorrows. It should be the friend and inspirer of the young. I do not remember where, but it seems to me that it was at one of the meetings of the New York Press Association, I once heard an able minister tell how the old home paper, that reached and was read by every member of the family on the farm, in the seclusion of the country home, had brought to him the inspiration of greater things and for a broader, higher, more spiritual and intellectual life. Years passed, and the editor died and was buried in the country cemetery. The minister visited the old home, and sought out the grave of the loved editor and kneeling there, offered up a prayer of thanksgiving to High Heaven, for the influence the beloved country editor's printed words had exercised upon his life. I doubt whether this country has ever had an abler editor-statesman, or one who ever exercised a broader or more beneficent influence over the politics of the nation or contributed more to its moral and industrial adanvecent, than did Horace Greeley in his time, yet he got his first inspiration and much of his early education and his first knowledge of the great outside world and its governmental and industrial affairs, from the weekly paper that reached, in its anxiously awaited visits, the little, isolated farmhouse on a New Hampshire hillside. It is not only of use, that a paper should contain nothing that would prevent its being read by every member of a family, but that it should contain those things that will inform, please, entertain, and inspire, to nobler and more intelligent living and effort, the children, the daughters and sons of our homes. Every worthy permanent success is built on useful service, and the broader the service, the greater and more permanent the success. There are papers in this country that have been widely condemned for unreliability and hurtful sensationalism, and while these are to be condemned, and, we believe, tend to prevent greater possible success and to cripple influence, there has been large compensation in these papers through the really valuable, instructive and inspiring human interest articles and editorials, that if entirely associated with news columns, that were pure, honest, reliable and free from suspicions, would exercise an influence beyond compare.

There has been a growth of a careless, "what-is-the-use" spirit and practice in this country, that has become a plague of all trades, and all business and a demoralization of all public service. The getting of large pay and the accumulating of large fortunes with little or no regard as to usefulness or rendering a full consideration, has become a controlling passion. Manipulators of stocks and capital on one side and manipulators of union labor, on the other side, have, too largely operated on the idea of how much can be gotten out of the other fellow for the smallest possible return and with the least effort. To such an extreme has this gone in the trades and in business that the demand for well fitted, efficient men, able and willing to perform the work in hand, with promptness, accuracy, efficiency and perfect workmanship, has come to be far beyond the supply. It seems to me, at times, that the callings of newspaper making and printing have suffered more than any and all others. In these, a greater amount of care, for numerous details, is required than in most others, and the new inventions and the improved machinery have increased the requirements for higher and more thorough education, and greater accuracy and speed in performance. A newspaper and every job of printing should be a work of art, clean, bright, atractive, well-balanced, systematic, artistic in composition and arrangement, free from inaccuracies and typographical errors. If the Recording Angel drops a tear and wipes out the recorded oaths of worried mortals, the publishers of newspapers and the conductors of printing plants, during the past two decades, have kept the angelic bookkeeper in a condition of constant weeping. Inefficiency has increased the losses and the crosses beyond measure. The "what is the use" operators of composing machines have loaded down the proofreaders with crushing burdens and made the lives of publishers, editors and writers one round of continued horrors in anticipation of humiliating errors. The trouble has been owing to some extent, to changed conditions as well as to indifference. Still there is a vast improvement. There is everywhere a movement for a provision of the means for the training of efficient workers. The steps taken by employers for the training of printers and the later, highly commendable efforts of the Typographical Union along similar lines, are worthy of highest praise and should receive hearty and substantial encouragement. The departments of preparation for journalistic work in several of our best Universities show a renewal of a wise spirit as to "what is the use" in newspaper making with highest possible appreciation, purpose and equipment.

It is coming and coming fast, and has already arrived in this country in all business, in commerce and transportation, in the trades and public service, this idea of higher service, of rendering full equivalent and that anything short of this is dishonest, is disgraceful graft or criminal theft.

For a time in our largest cities at least, the unions seemed to be largely actuated by the idea that employment and wages have to be obtained through combination and force regardless of the amount or character of service or work or of the worthiness, ability or efficiency of the workman. This has changed wonderfully for the better in five years. Tyranny in the unions has been beaten down and preparedness for and loyalty in employment have come more and more to be recognized as requirements rightly to be demanded by emplyoers and only the just due from the workers. This has come in part as the result of open contest and debate, where both sides have had fair play, a square deal and honest hearing. It has come in part through the advance of the callings along every line. The increasing, higher demands for better performances and better newspapers have made printing not alone a trade but a fine art, and newspaper making not alone merely a commercial business to which it had degenerated, but the highest, most responsible and useful profession. These demands under existing conditions, could not be met through training in print shops alone, hence the rapid growth of schools in typography and journalism.

What ten years ago would have been accepted as good printing for business promotion would not, now, be accepted or used. What ten years ago and even now is accepted in newspaper work, ten years hence will not be tolerated or permitted.

Well informed employers and educators have been coming, for a decade, to a full realization of the need, and philanthropists have opened their purses. Such an impetus has been given to industrial and professional training as can not be stayed in its course.

At last the Trade Unions have caught the spirit and have come to see "what is the use" and are making laudable efforts to increase the skill, to advance the intellectuality and to arouse the thought and the artistic sense of craftsmen. Printing at the beginning was treated as an art and followed with the patient, caretaking, artistic spirit that prevailed in the monastaries where every page of a book was an illuminated work of decorative art, worked out with pious and loving care. In time art gave way to need of speed and then to dull, sordid commercialism. For years printing had been learned by mind-dwarfing copying, from others or imitation with little or no chance for study or instruction and depended almost wholly on memory. Now, with the advance of higher ideals and the revival of art as well, and because of the doing away with the possibility, in our largely specialized establishments, of learning by watching and imitating, a new and better way has become a necessity.

The North End School of Typography in Boston, the Winona School of Typography at Indianapolis, and others originated under the fostering care of wise employers, have been pioneers in the needed work and now we find in printed matter sent out by the Commission of the International Typographical Union, urging the importance of the new school of instruction that they have established, such expressions and reasons as: "The Union's course tells the 'how' and the 'why' of all the elements that enter into what we call good printing. Having found a needed basis from which to reason and his artistic sense being aroused, the student's mental powers will be excited and the germ of originality flourish, despite the discouragements which inhere in specialized industries. This can not fail to produce a vastly improved quality of printing, which will result in an increased demand." Who ever heard, ten years ago, arguments presented by union men in any of our large cities, in favor of arousing the artistic sense or of improving the quality of printing to secure "an increased demand." The effort then was not to get beginners into schools for preparation, not to make printers more efficient with a pride in and a love for the work, but to get the boys into the Unions, to teach them to hate their employers, how to control the offices, to secure higher wages regardless of the quality or quantity of the work performed.

Now, one does not even need to be a member of the Union to take advantage of this course of instruction provided by I. T. U., besides a prize of $5 is offered to every one who shows persistency and diligence. How much better this, than the encouragement of discontent and hate, and the indulging in treating, drinking, carousing, striking and slugging that used to be the recognized instruments of the walking delegates.

"There is a use." It is the advancement of the moral and the standing of the members of the calling: it is the teaching and enforcing of the higher wisdom and pleasure of artistic feeling and worthy accomplishment, instead of the soul and body destroying, imaginary pleasures of indulgence, drink, brutality and hate, and the making of the craftsmen self-reliant, worthy men, self-respecting and independent, whose work will command the highest wages, without any need of force or violence.

(*To be concluded in August issue.*)

THE SIMPLEX MACHINE

PAPER READ AT NORTHEAST MISSOURI PRESS ASSOCIATION, JUNE 26, AT KIRKVILLE, BY H.F. CHILDERS, OF THE TROY FREE PRESS.

AM asked to give this gathering the benefit of my experience with a Simplex Typesetting Machine and to deduce therefrom my opinion of its merits as a machine for use in a country newspaper and job printing office. In doing this, I shall have to deal with the old style Simplex, and not with the machine recently exhibited at Excelsior Springs, as my machine was bought in 1902, long before the new machine was designed.

At the recent meeting of the Missouri Press Association at Excelsior Springs, I prefaced my remarks on this subject with the statement that in the successful management and operation of a Simplex three things are necessary: Brains, mixed with common-sense; industry, coupled with patience; and, lastly, a desire on the part of the operator to become efficient in the care of the machine, as well as expert in its operation. These will apply to the operation of all type-setting or typecasting machines.

The Simplex is certainly all that its name implies. It is simple in construction, easy of adjustment, and can be successfully operated by any boy or girl who is capable of learning "straight matter" composition at the case. I do not mean by this that every boy or girl who undertakes to learn the Simplex will become an expert, or even a good operator. Newspaper publishers know that the percentage of skillful printers to the number who undertake to master the intricacies of the art is very small. So in the ranks of stenographers and typewriters. Experienced business men will tell you that about one girl in ten beginners ever really becomes a good stenographer. But I do mean to say that any boy or girl who can set a couple of galleys of type per day and look after filling their cases, turning out a good, clean proof, may be confidently expected to learn to manage and operate a Simplex with profit to the owner of the machine. If I could not teach such a person the proper care and the successful management of the machine in less than two weeks, then I should not want to retain him or her in my employ.

The adjustments about the machine are few and are seldom required to be made. The machine in my office has been running almost every day for six years and I have found that the only adjustments which require attention are in the wires operated by the keys, the belting connected with the assembling parts or side of the machine, and the brush which holds the assembled line in place. All of these adjustments are very simple and require so little care and attention from the operator as to be hardly considered when discussing cost of operation, and yet they are never overlooked by a faithful operator.

The first objection that I ever heard urged against a Simplex is one which I have oftenest heard urged ever since, and that is the breakage of type. Strange to say there is no such thing as a Simplex machine that breaks type. It can be made to break type and it may be permitted to break type, but that the Simplex will break type is a fallacy which has been proven in my office long ago to my own entire satisfaction. There are but two places about a Simplex where it can be made to break type in a course of operation. One of these is at the top of the stationary channels, where the letters drop from the distributor; the other is at the packer, where the letters are thrown into the line, one by one. In both cases, the breakage is chargeable to carelessness and not to the machine. If the type is washed clean and is thoroughly dry before being placed in the distributor; and if the machine is kept dry and free from rust, the type will not be broken by the distributor. But here, too, an operator must not carelessly allow a channel in the machine to fill so nearly full as to permit a letter to partially drop from the distributor into the stationary channel; as in that case the letter will either be broken or scarred or chewed off on its edges and ruined. The trouble at the packer can be prevented by the operator keeping an eye upon the tension of the brush and upon the parts operated by the belting at the right side of the machine. Three small parts of the machine at this point will wear and must, from time to time, though at small cost, be replaced with new pieces and, in my experience, constitute almost the sole expense for repairs to the machine.

Just here it may not be out of place for me to say that I recently asked the Unitype Company to send me a memorandum of my expense account in the operation of my machine. This memorandum shows that for all repairs, and for belting and similar material for use on the machine, my expense has been less than two cents per day. As to broken type, I will say that on the 14th of last February I put a new dress of type on my machine; at that time I asked my operator to be careful to place in a box prepared for that purpose every letter that was broken in and around the machine, no matter how it happened. This has been done and by actual weight I find that the loss has been less than two ounces per month.

Now as to what can be done with the Simplex machine. I have a 10-point adjustable machine and would advise the purchase of that kind for any country weekly. Matter may be set of any width from 13 to 30 ems pica. The use of a 10-point body enables you to set matter for briefs, pamphlets, books or booklets in varying measures between the above limits. The use of two faces, of course, is possible, such as an eight-point face on a ten-point body and a straight ten-point body and face. I have, however, never thought this necessary in my own office, and doubt the desirability of trying to take care of two faces on one machine, although it is entirely possible. One operator on my machine, setting her own heads, waiting on the distributor and dumping and proving her type, can easily set six long newspaper galleys of 10-point solid in eight hours. This may not be an extra long string, and there may be operators who can exceed that output. But all practical printers know that this body and measure cuts speed to the minimum. With a fairly rapid justifier the output of the machine can easily be increased two-thirds or three-fourths, while on wider measures, such as briefs and pamphlets, it will be easily doubled. Twenty pages of brief work in a day is not too high an estimate. The average newspaper man who keeps a Simplex going at the rate of six galleys of matter a day, such as he wishes to prepare with proper choice and discrimination for his readers will find that he has been "going some," as well as the machine and its operator. If it be run four days on your paper and two days on job work, you will be able to run about twenty-four galleys of reading matter a week, and that, I think, is much above the requirements of the average country weekly, or even the small city daily.

As to my opinion of the Simplex, I will say that I think it a most satisfactory machine for the country office. If I were in the market for a machine, I would again buy a Simplex. Here are some of the reasons

WHY I LIKE THE SIMPLEX.

Because it is simple in its construction.

Because it may be easily and quickly learned.

Because it very seldom requires adjustment, and when it does, that can be quickly made.

Because it can be operated with cheap labor. My machine was operated for a period of four months at one time at an expense of $4.00 a week, with an occasional suggestion from myself to the inexperienced operator.

Because it is always ready for use; no wait for metals to heat; five minutes or less at starting time puts it into action; about the same time at the close of a run leaves it in perfect condition for the next day's work.

Because the cost of operation is less, not only for the labor, but also because there is no expense for heating metal.

Because having no metal to heat, there is no extra heat in the office, nor are there any disagreeable odors.

Because there is no expense or loss of time required in remelting metal and casting ingots, as is the case with a slug or typecasting machine.

Because the loss from breaking type is much less than the loss from waste in remelting metal.

Because the Simplex never gives me a high line.

Because the Simplex never gives me a low line.

Because the Simplex never gives me a line higher or lower at one end than at the other.

Because the Simplex never gives me an imperfect line on account of the metal getting either too hot or too cold.

Because the Simplex never gives me a letter, or a dozen letters out of alignment in a paragraph.

Because the Simplex lines do not work up in the run.

Because the Simplex does not require the services of an expert machinist.

Because the Simplex never gives me a line disfigured by burrs.

Because every mistake in composition made by the operator, even to a single letter, may be easily and quickly corrected without the necessity for re-setting an entire line.

Because the Simplex is, in my opinion, the only machine that can approach that perfect product turned out by the old-time, intelligent hand compositor, which no invention of man has yet equaled or will ever equal, much less surpass.

ANNUAL ADDRESS OF OMAR D. GRAY, PRESIDENT MISSOURI PRESS ASSOCIATION, EXCELSIOR SPRINGS, MO., MAY 27, 28 AND 29, 1908.

We meet again in annual convention. For forty-two years the Missouri Press Association has been wandering over this great state. Today we are on the western border of Missouri. Forty-two years ago this organization met on the banks of the Mississippi—at St. Louis. We pitch our tents for a few days, talk business, tell stories, listen to speeches, recite experiences and go back to our homes to take up the work in our printing offices. All these years we have been enjoying the generous hospitality of our good friends and no one can say that we have not been benefitted by reason of these meetings.

To my way of thinking, the Missouri Press Association is composed of the bone and sinew of the press of this state. Its members are laboring hard to keep apace with the advancement of this great commonwealth. In the busy months of every year many a headmark is deservedly won by the editors of Missouri. They are doing a work which entitles them to praise. No wonder Missouri progresses with such a competent army of pencil pushers behind her.

More of the right kind of newspapers means more enlightenment. The press of Missouri is giving to her citizenship an education that is priceless. Each newspaper has a mission of its own—has a distinct work to do, and when the work is rightly done the reward is sure. It may not come in dollars and cents, but, thank God, there are other compensations besides silver and gold. The satisfaction of having accomplished something is ofttimes good pay, and many a newspaper man's treasures consist of the inward feelings of joy and contentment—a clear conscience along the line of having filled in part the duties and responsibilities which come in life. There is always a reward in doing good and no true newspaper man can print a paper any day or any week without doing some good, although this may be accomplished unconsciously.

We meet in annual convention to enjoy again the companionship of those whom we commune with every day or week through the medium of the printed page. Now let's not be selfish this week. Let's not leave this city until we have shaken the hand of every editor present. This good fellowship will help you and please the editor who is not so fortunate in his acquaintanceship among the craft. Many a new member of this association has gone home after a meeting, disappointed because he did not have the pleasure of meeting many of the men who make the newspapers of this state. So while we sojourn at Excelsior Springs, let's try to meet every newspaper brother, and don't forget the good sisters.

DISTRICT ASSOCIATIONS.

I have talked at several editorial meetings in this state during the past year, and at each one I have said that I believed in newspaper organization. There should be an organization of newspaper men in each of the congressional districts in Missouri and in at least fifty counties in the state, county press associations should be formed.

Congressional organizations exist in the Second and Eighth districts, and county organizations have been formed in Audrain, Montgomery, Randolph, Howard and Monroe counties, and perhaps in other counties. These associations are necessary and this body of men should encourage further organization.

Two years to a day before I was born. May 17, 1867, a band of editors met in Temperance hall in St. Louis and organized what is now known as the Missouri Press Association. J. W. Barrett of the Canton Press was the first president. Not a member of that organization lives to tell the story, but we can all testify to the good that has been accomplished in forty-two years of organization.

I embarked in the newspaper business in Sturgeon, Mo., on August 20, 1888. I went to Nevada, Mo., in 1889, a green, backward, country boy of 18 to join this association. Two good brothers who could overlook my imperfections indorsed for me and I became a full-fledged member of this association.

At that meeting I learned some things that influenced me upon my return home to raise my advertising rates, and that made me more money. At that meeting I met some of the men who have devoted time and money to sustaining and

Omar D. Gray, President Missouri Press Association

building up this grand organization. At the Nevada meeting I heard some excellent talks from Walter Williams, E. W. Stephens, B. B. Herbert, W. L. Reid, Charles H. Jones, W. O. L. Jewett and others. Every few weeks I go to my newspaper book case and get the minutes of that meeting and read over again the things that were said at the convention. I have saved all the minutes of the Missouri Press Association from that time to this—eighteen years.

The mortgage on the country paper now is a curiosity. We admit that the editor is a hard-worked individual, but as the years go by we see him own his office, office buildings and residence, minus debt, and become financially interested in other enterprises in his community. It is absolutely true that the newspaper men are becoming more independent financially and otherwise every day.

This association is pleased to number as its members editors of all political shades and religious creeds. We meet for social enjoyment and business profit. What helps us is a gain to our readers. You cannot tell me that these meetings are

not beneficial. We enlarge our acquaintanceship, soften our prejudices and cultivate a friendlier feeling for one another. We have experiences in common and are laboring to accomplish the same ends. Association liberalizes and brings out the better qualities in us.

I am reminded that it has taken years of patient toil to bring this association up to its present position of practical usefulness. Our meetings have been pleasant, profitable and harmonious. No associations of like character can show a better *record of work well done.*

All honor to the brave men who have fought to build it up. We have heard the eloquency of the smart men of this section of the United States and have gladly listened to the practical fellow who has taught us that the merchant charged just as much for the second, sixth and tenth yard of domestic as he did for the first, and that it mattered not whether this domestic was on the top or bottom shelf. We have discovered that the press is as necessary in the town as the church, the school, the bank or the department store. We have learned to conduct our business on business principles and to think well of our profession, and that is worth something to us. We are just beginning to believe that the public has learned the real worth of the newspaper and that's worth while.

We are continually hearing that *a great responsibility* rests upon us when we place our name at the head of a printed page, and this leads me to quote the words of another: "The words of the printed page do not die. The orator's voice is hushed in the tomb. The sweetest music that has ever responded to the touch of human genius has died upon the ear and floated into oblivion like the voices of the night, or the images of a dream, but the influences the printed pages leave behind still linger, and will be felt for weal or woe throughout the endless cycles of time. It chastens the stoutest hand and mellows the hardest heart when we feel that what we now do will live forever. So realizing, let every word that is written be as though it were written for eternity so that when these bodies shall molder to dust it will breathe a blessed fragrance for millions yet unborn."

COUNTRY PRESS.

Notwithstanding the newspaper business in the country towns is not as remunerative as some other professions, yet it remains attractive. The innocent labor and responsibilities which confront the newspaper man do not repress his zeal. He takes the risk. He knows the discouragements and drawback, yet he gains some compensation and many rewards.

I cannot resist quoting the words of William F. Switzler, whom we all knew so well and learned to love: "The country press is in close touch with the people, and it is the people's trusted philosopher, counselor and friend. Although in our social converge it occupies a point at which all the antagonisms of society converge, it is an acknowledged force in the elevation and advancement of the human race. It has shortcomings and there are elevations of utility and perfections it has not attained; yet with all its faults, be they many or few, incidental or organic, the weekly press is the pontiff of our time—the chivalry of the age in which we live. The press, in its true and normal comprehension, judged by the history of its development and achievements, is to become more and more the spontaneous utterance of the human spirit, with its manifold thoughts, impressions, passions and faculties.

Its true mission is to dissolve and not to create and intensify prejudices; to untangle, not to conceal or mystify truth; to scatter knowledge, elucidate, and if possible solve important social, political, economic and administrative problems; defend the poor and oppressed; bring abuses to the light of day, and discuss with conscientious independence the official acts of those to whom society in any way intrusts the regulation or control of its affairs. Such is my conception of the responsibilities, powers and duties of the press; of its inherent and terrible activities; and of the popular and ever-increasing demand upon it for greater intellectual preparation and culture, that its conductors in a more pronounced way may be men of thought and action and clear the way for the incoming of the higher achievements and greater glories of the future."

MERITS HIGH STANDING WITH CRAFT

MINNEOTA, MINN., May 9, 1908.

National Printer-Journalist, Chicago, Ill.

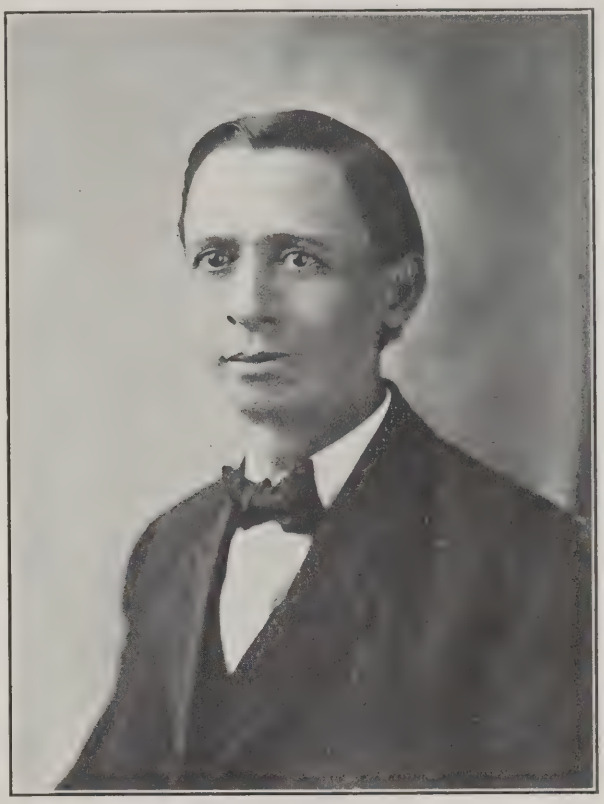
GENTLEMEN:—Enclosed please find check for $2 in payment of the statement herewith.

I find the PRINTER-JOURNALIST very interesting and its many suggestions profitable and it certainly merits fully the high standing it has with the craft.

Yours truly, G. B. BJORNSON.

PRESIDENT CHILDERS

H. F. Childers, of Troy, Mo., the newly elected President of the Missouri Press Association, was born in Washington County, Missouri, Sept. 5, 1859, and was educated in the public schools of the State and at Westminster College, Fulton, Mo. He learned the printer's trade at Chamois, Mo., and Fulton, Mo., in the summer vacations, took a position as foreman of the Troy Free Press when it was established in July, 1873, by Will J. and John A. Knott. He left their employ



H. F. Childers, Troy, Mo.—President Elect Missouri Press Association

in April, 1890, to start a paper at Wellsville, Mo., but sold his interest there four months later. Established the Elsbeery, Mo., *Advance* in October, 1880, and sold it in December, 1881, at which time he returned to Troy and purchased an interest in the *Free Press.* Has been connected with that paper since that time and at present is its owner and editor. In politics he is a Democrat and has been Secretary of the State Board of Mediation and Arbitration since May, 1901, that being the only office that he has ever held. Is a member of the Baptist church, a Mason and an Odd Fellow. Was married in 1886 and has three children.

CONSIDER IT A BARGAIN

OFFICE OF THE PRESS PUBLISHING CO.

COEUR D'ALENE, IDAHO, June 6, 1908.

National Printer-Journalist, Chicago, Ill.

DEAR SIRS:—We are inclosing you the price of one year's subscription to your valuable publication. The price is so low considering the value received from its perusal that we consider it a bargain to be able to receive it regularly.

There is an additional 50 cents in the check for which send us one copy of your "Printer's Ready Reckoner." Your advertisement of this book appeals to me as another bargain offer and I intend to try it out.—Press Publishing Co., by J. T. Scott.

Review of Job Printing

By E. S. HANSON, CHICAGO

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

OUR MONTLY PRIZE CONTEST

The NATIONAL PRINTER-JOURNALIST gives each month three prizes for the best three collections of specimens of printing submitted to this department. The prizes are as follows:

Nickel-plated composing stick, 6-inch, latest make.
Set of 12 composing rules, in leather case.
Pair of best tweezers.

Specimens submitted for these prizes must have that fact so stated and must be the work of the man submitting them—not simply a collection of specimens by different compositors in an office.

Every printer is cordially invited to compete for these prizes.

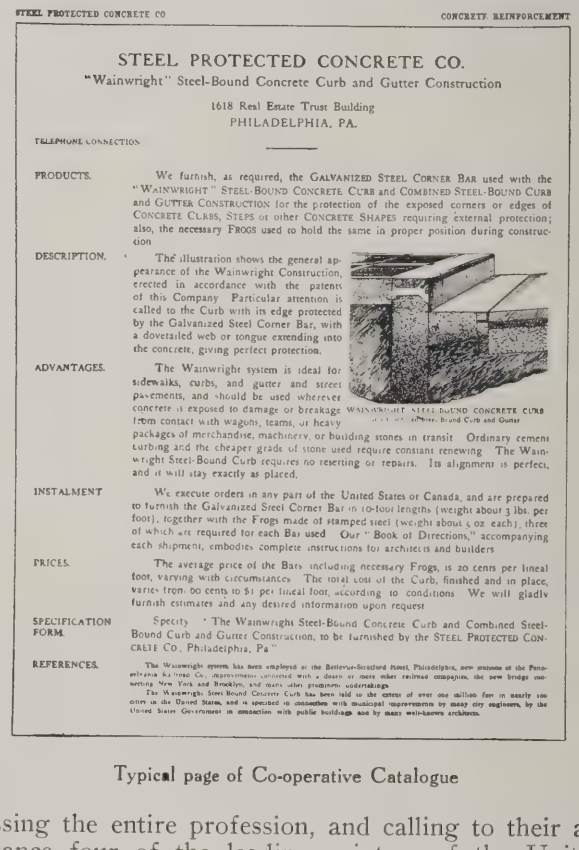
A TALK the other day with one of the publishers of a co-operative catalogue for the building trades brought out some of the questions of typography and general make-up incident to the getting out of such a publication.

But first it may be necessary to explain what such a co-operative catalogue is. Assume, then, as a simple illustration, that a furnace manufacturer, a dealer in patented roofing, and a specializer in hardwood interior finish, instead of each sending out his separate catalogue, "clubbed together," and got out one catalogue, assigning a certain number of pages to each. Such is the co-operative catalogue. In its highest development it is handled by an experienced publisher, who gives the whole time of a large organization to its annual publication. Each manufacturer or dealer who desires to be represented contracts fo a certain number of pages, at so much per page, in which to represent his product. And this being so, it might naturally be expected that he would be allowed to say what he pleased in the space which he pays for—and say it in any kind of type or other display which his fancy suggested.

But such is far from the case. The aim of the publisher is not to gather together a miscellaneous collection of more or less attractive advertisements, but to furnish a really helpful reference book which the architect, the engineer, or the building contractor can keep open on the table of his specification room, ready to give him just the information he wants with the least outlay of time and trouble. To this end it is edited almost as carefully as a dictionary or an encyclopedia.

"We are sometimes thought to be dictatorial in our methods," said the publisher, "when we tell a man not only what he may say in his pages, but what size and style of type he may use in saying it. 'We are paying for this space,' they sometimes tell us, 'Why not allow us to print such matter and display as we chose.' And I suppose it really does look that way to the other man. But we have discovered what the busy architect, at his desk, wants, and, in the long run it is to the interest of all of us to give it to him.

"The architect who is looking for anything is directed by the index to a given page or set of pages, and when he puts his finger on this or that spot he does not want to find the thing he is searching for clogged with a lot of fancy type or a mass of vague writing. For that reason the publishers, after can-



STEEL PROTECTED CONCRETE CO. CONCRETE REINFORCEMENT

STEEL PROTECTED CONCRETE CO.

"Wainwright" Steel-Bound Concrete Curb and Gutter Construction

1618 Real Estate Trust Building
PHILADELPHIA, PA.

TELEPHONE CONNECTION

PRODUCTS. We furnish, as required, the GALVANIZED STEEL CORNER BAR used with the "WAINWRIGHT" STEEL-BOUND CONCRETE CURB and COMBINED STEEL-BOUND CURB and GUTTER CONSTRUCTION for the protection of the exposed corners or edges of CONCRETE CURBS, STEPS or other CONCRETE SHAPES requiring external protection; also, the necessary FROGS used to hold the same in proper position during construction

DESCRIPTION. The illustration shows the general appearance of the Wainwright Construction erected in accordance with the patents of this Company. Particular attention is called to the Curb with its edge protected by the Galvanized Steel Corner Bar, with a dovetailed web or tongue extending into the concrete, giving perfect protection.

WAINWRIGHT STEEL-BOUND CONCRETE CURB [illegible] Bound Curb and Gutter

ADVANTAGES. The Wainwright system is ideal for sidewalks, curbs, and gutter and street pavements, and should be used wherever concrete is exposed to damage or breakage from contact with wagons, teams, or heavy packages of merchandise, machinery, or building stones in transit. Ordinary cement curbing and the cheaper grade of stone used require constant renewing. The Wainwright Steel-Bound Curb requires no resetting or repairs. Its alignment is perfect, and it will stay exactly as placed.

INSTALMENT. We execute orders in any part of the United States or Canada, and are prepared to furnish the Galvanized Steel Corner Bar in 10-foot lengths (weight about 3 lbs. per foot), together with the Frogs made of stamped steel (weight about 5 oz. each), three of which are required for each Bar used. Our "Book of Directions," accompanying each shipment, embodies complete instructions for architects and builders.

PRICES. The average price of the Bars including necessary Frogs, is 20 cents per lineal foot, varying with circumstances. The total cost of the Curb, finished and in place, varies from 60 cents to $1 per lineal foot, according to conditions. We will gladly furnish estimates and any desired information upon request.

SPECIFICATION FORM. Specify "The Wainwright Steel-Bound Concrete Curb and Combined Steel-Bound Curb and Gutter Construction, to be furnished by the STEEL PROTECTED CONCRETE CO., Philadelphia, Pa."

REFERENCES. The Wainwright system has been employed at the Bellevue-Stratford Hotel, Philadelphia, new stations of the Pennsylvania Railroad Co., improvements connected with a dozen or more other railroad companies, the new bridge connecting New York and Brooklyn, and many other prominent undertakings.

The Wainwright Steel-Bound Concrete Curb has been laid in the extent of over one million feet in nearly 100 cities in the United States, and is specified in connection with municipal improvements by many city engineers, by the United States Government in connection with public buildings and by many well-known architects.

Typical page of Co-operative Catalogue

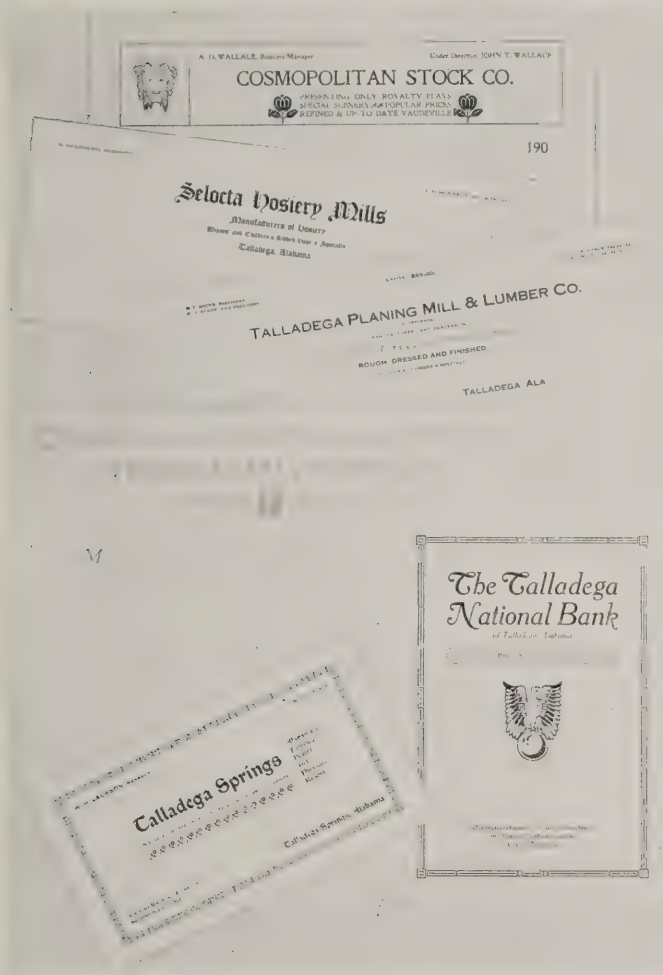
vassing the entire profession, and calling to their assistance four of the leading printers of the United States, have devised a standard typographical arrangement. We, ourselves, have no personal fad or preference as to type. We would just as soon use poster type or 'pi' the pages should our clients so request, were it not that we have after a patient investigation discovered that this will not satisfy the architect nor those related to him. The architect desires to get as far away from display type in his catalogue as he can, just as far as he wants to get away from 'hot air' descriptions."

And so, very exact and specific rules are laid down by the publishers, both as to the preparation of the matter and its typographic display. For instance, the advertiser is told that the order of arrangement of copy shall be as follows:

A head-line consisting of firm or corporation name; a line stating the nature of the business (unless included in corporate name); another line or two giving the address. Branch offices, factories, agencies, etc., if any, to follow.

The body of the catalogue then appears, substantially as follows, with blank margin at left for titles (used for each subject):

(1) Brief statement of Products or Services.
(2) Detailed description of same, with points of advantage or superiority, illustrations, tables of sizes and weights, etc.
(3) Statement of adaptability to building laws, etc., if specially so designed.
(4) Prices, estimates, terms, etc.
(5) Specification forms.
(6) References, if desired, and allied illustrations.



Some of Brannon's latest work

In the "Products" paragraph (No. 1) mention must be made of each article intended to be included in the general index of the book, which is compiled from this paragraph; no other items are indexed.

The detailed typographical rules then follow to which all pages are required strictly to conform:

The Caslon Old Style series of type is used exclusively.

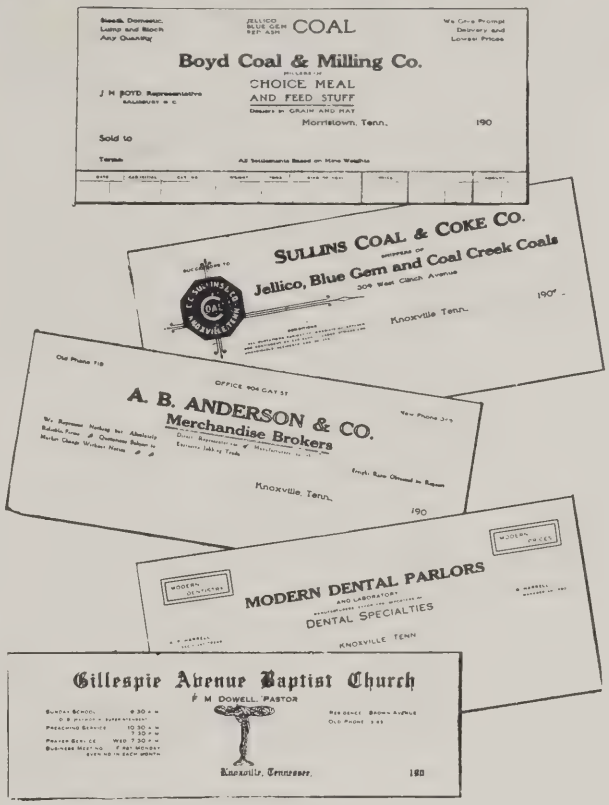
The firm name shall be set across the page in 18-point caps. No other wording admitted in this line. The business of firm shall be in 14-point, upper and lower case. Address in 12-point; street and number in upper and lower case, city or town in caps. Name of State abbreviated, except words of five letters or less. (Exception, Me.) All secondary lines, like "Manufacturers of," "Proprietors of," General Offices, Works, Branch Offices, or Warehouses, in 8-point caps.

Telephone or Cable Address shall be placed at left of page. Factories, Works, Mills, or Plants are generally placed at right, and Branch Offices and Agencies in center.

All body text-matter shall be set in width of 6⅜ inches (38 picas), with blank margin of 1 1-3 inches at left to contain titles indicating subjects of paragraphs.

The main text-matter shall be set in 12-point, upper and lower case, leaded. (This averages about 14 words to a line, 5 lines to an inch.) Should space be limited, "Specifications" and text-matter strictly descriptive of cuts may be set in 8-point, leaded, in lines also 6⅜ inches long. (This will average about 20 words to a line, 7 lines to an inch.) In the "Products" paragraphs all specific articles shall be set in caps and small caps.

References and Testimonials shall be set in 8-point, and may be arranged in double-column when necessary.

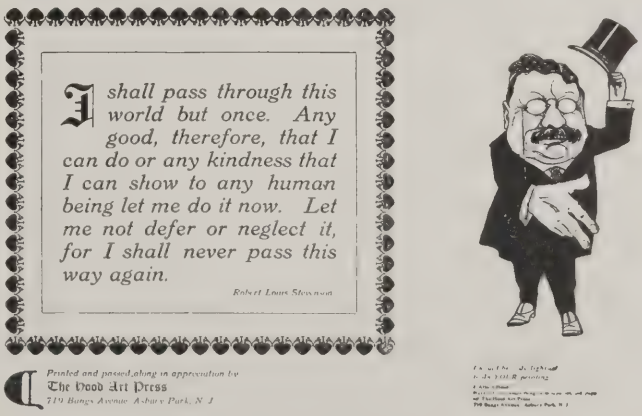


Things Chipman has done since he moved to Knoxville

Tabular matter shall be set in 8-point if possible, but in no instance in a smaller type than 6-point; if necessary it may occupy full width of page.

All marginal titles to be set in 10-point caps, 1 1-3 inches (8 picas) long. (Such lines contain an average of 14 letters.) Marginal titles to be used for tables and illustrations when practicable, as well as text.

Illustrations, when used, must be explanatory of products described in the catalogue, or otherwise convey information of value to the user of the book. Cuts that serve no purpose but display advertising are not admitted. Illustrations showing details of construction or operation are especially desirable.


I shall pass through this world but once. Any good, therefore, that I can do or any kindness that I can show to any human being let me do it now. Let me not defer or neglect it, for I shall never pass this way again.
Robert Louis Stevenson
Printed and passed along in appreciation by
The Hood Art Press
719 Bangs Avenue Asbury Park, N. J.

Some of the stuff which Hood sends out. Good, too!

The size of pictures and diagrams should be limited to that necessary to show clearly the object delineated. Trade-marks, brands, etc., if wanted, to be used in one place only, size not to exceed 1 1-2 inches in any dimension.

Small illustrations must be placed at the right side of the page, and printed in as close connection with their descriptive matter as it is practicable. Cuts may extend into the left margin when their size or number makes it unavoidable.

Cuts will be printed in colors when obviously necessary for trade reasons, or as an aid to the understanding of the picture, but not for mere display. (For color printing an extra charge is made, depending upon the number of colors and the position of pages in the volume.)

All cuts should be originals when possible, to insure perfect printing. Electrotypes admissible only if in good condition.

Every illustration must include a title, to be printed underneath in 8-point caps, with sub-titles, if any, in upper and lower case. Wording to be restricted to two lines when practicable, and to consist of a literal title, or trade designation, with only such additional phrase as is essential to an understanding of the picture. Builders' and architects' names admissible.

Running-heads are printed at top of page above border line; firm name at outer side, business at inner side, folios in center. Also, italic line at foot of page, below border line, "Continued on next page," unless only one page is used. (Insertion of these lines is attended to by the editors.)

The recipient of the volume thus gets a book which is uniform throughout, confined strictly to statements of fact, arranged under convenient headings, and inoffensive to a refined taste.

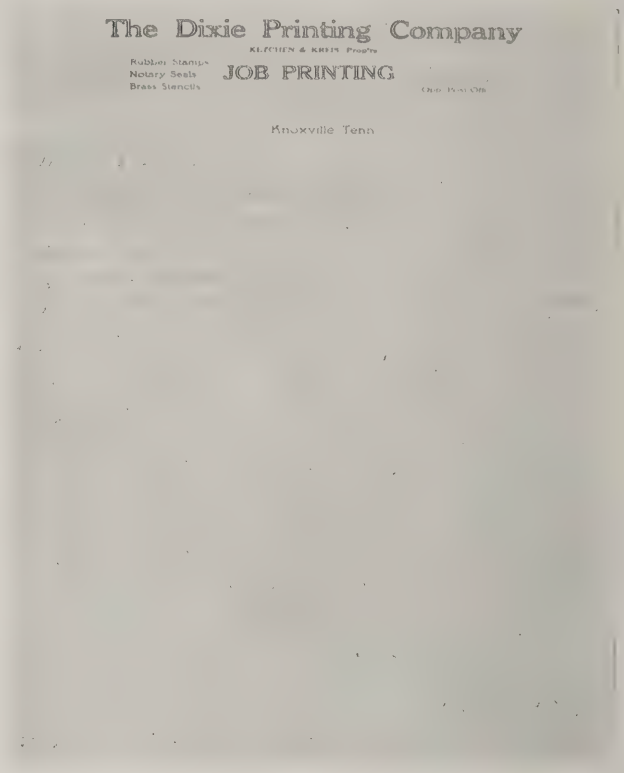
* * *

Verily, there are those at the present time who are willing to suffer for the faith that is in them, as in the "brave days of old." I have before me a letter from one of our best friends, explaining why he left a position which he took a year ago with high hope, and which he had expected was to mean so much to him. The letter is entirely too personal to repeat here, but

Program Cover by Brannon

he says "the straw that broke the camel's back" was when he was told to duplicate an out-of-date job. Of course if this had been the express desire of the customer it would have had to go; but he happened to know that it wasn't, and so he insisted on being allowed to follow his usual custom of trying to improve on each job which passed through his hands. The original copy and the reset job are enclosed, and they are such as to throw our sympathy toward the man who quit his job rather than endure exactions of this kind and stifle his typographic ideals. He's the kind of a printer who will never be out of a job, and is again nicely located.

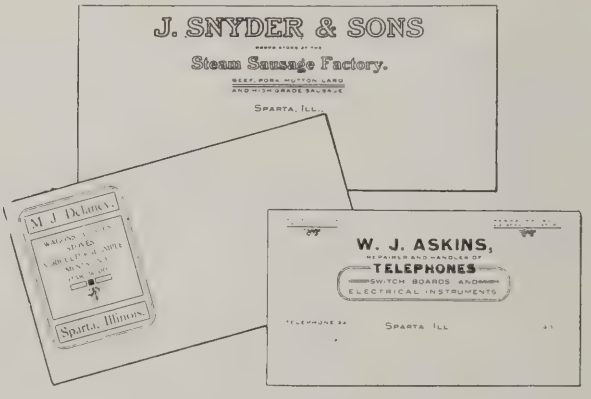
It is a long jump from Portland, Maine, to Knoxville, Tenn., and is something of a jar on our idea of the established order of things to know that A. L. Chipman, of "Ye Chipman Printery" fame, whom we have always inseparably associated with the New England town, has moved to Knoxville. Here is what he says, on a letterhead which is, I think, the best of his specimens:



In celebration of this move, as well as in recognition of the merit of his work, Mr. Chipman will have to have this month's first prize. The work is for the most part neat, tasty and well printed, in two-color combinations. On the head for the Dental Parlors, I do not like the boxes in the corners. They are "unprofessional." In my opinion the Baptist Church head is also much too lavishly displayed for this class of work. I should use smaller sizes of type throughout, and omit the ornament, which is much too large.

* * *

E. Jerome Murphy, Sparta, Ill., is winner of third



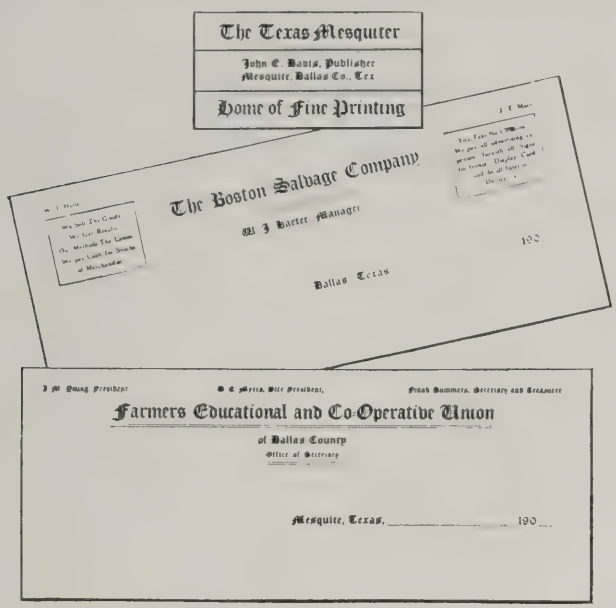
By E. Jerome Murphy, Sparta, Ill.

prize. His work, while showing many opportunities for improvement, gives evidence of an effort to attain

an ideal, and I predict that it will win other prizes as time goes by.

* * *

Here is Texas again. This time it is John E. Davis, publisher of *The Texas Mesquiter,* Mesquite, Texas, who sends a few jobs which are sufficiently



By John E. Davis, Mesquite, Tex.

satisfactory to take second prize for the month. They look as though there might be more good work where this came from.

* * *

E. J. Woodward, Dunmore, Pa.—Your circulars are good bargain advertisements, and no doubt are bringing the merchant good returns; but from a typographic standpoint they have little of merit to recommend them.

* * *

From the office of *The Monroe County Mail,* Fairport, N. Y., come some handsome specimens of stationery for Fairport's "Old Home Week." As they are done in several shades of brown it would be idle to try to reproduce them. But they serve to give me a mighty good impression of the town, and almost give me a determination to be there the first week in August, even though I have scarcely known of such a town prior to this time. Good printing certainly is worth while.

* * *

DEAR SIR:—For some time, I have been thinking of submitting a few specimens of my job work, and have finally managed to get my courage screwed up to the sending point, and enclose them under separate cover.

These samples were perpetrated by the old man "himself" as our Pacific friend, Stutes, would say, and I trust you will lay them aside until something has gone wrong in your alley

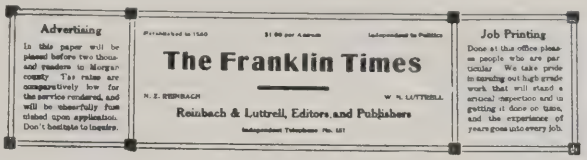
and you are in a proper frame of mind to extend no mercy.

What you may be pleased to say about them will be sincerely appreciated by one whose knowledge of job printing has been gained by scanning the columns of the journals devoted to the craft, and then working out the problems that came to hand in his own way, with no supervising hand or eye to guide him.

Yours very truly,

Franklin, Ill. W. N. LUTTRELL.

You have certainly studied to good advantage. The most I can find to criticise is the use of too many different styles of type on several of your jobs. Take, for instance, the cover for the E. C. Jolly circular. On this you have, in a space of 3¼x6 inches, succeeded in introducing six different faces, from the modernity of Cheltenham, back through DeVinne, Lining Gothic and plain Roman out of the news cases, to the old Ionic which was allowed only on auction bills when I was learning the trade up in Wisconsin. Your cover



for the insurance report is subject to the same criticism in a less degree. But it also has too much ornamentation for the severity of a financial report.

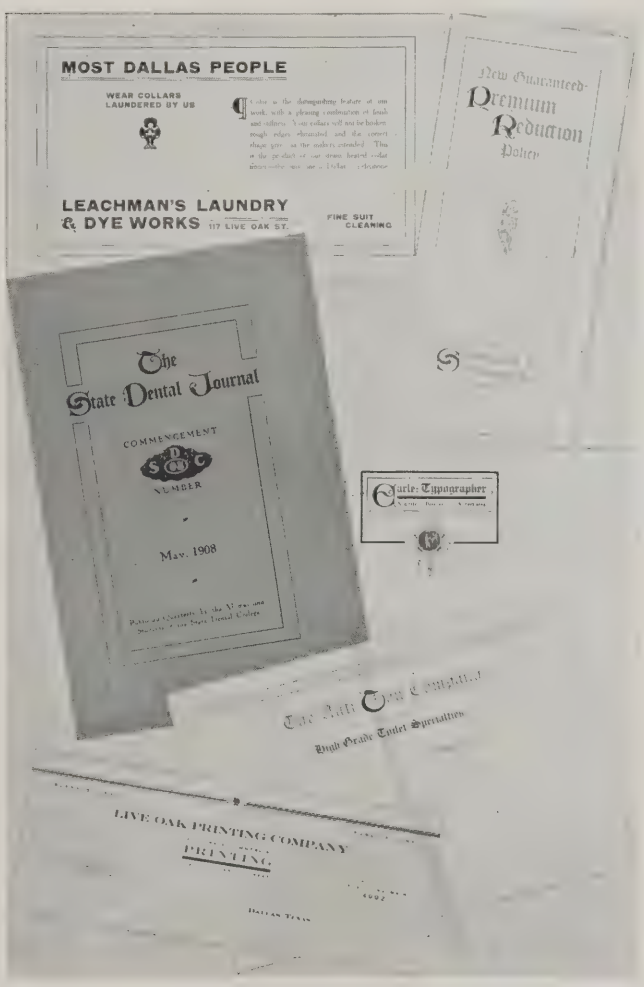
Now, I have positively said the worst I could about your work, so don't be afraid to send more. Stick to fewer faces on each job, and your next lot will show an improvement, I am sure.

* * *

J. Clark Knox, Davidson, Sask., Canada.—For a hardware firm I think your stationery is well chosen and very satisfactorily executed.

* * *

H. C. Earle, Dallas, Texas.—The Lone Star State continues to keep up its reputation. Mr. Earle has



By H. C. Earle, Dallas, Texas

sent in a big bunch of specimens, through which I have looked for one which I might "pick to pieces,"

but in vain. I shall have to give a blanket approval to the whole bunch, selecting a few to present herewith for the enjoyment of the rest of the fellows. Send more.

* * *

One of the delights attendant upon the editing of this department is the large express package of specimens which comes annually from E. Fred Rowe, manager of the printing department of James Vick's Sons' Seed House, Rochester, N. Y. This year's contribution came in a few days ago, and has furnished me much enjoyment. Mr. Rowe's work is very much of an encouragement to the ordinary printer, inasmuch as it is ordinary printing given a "quality" touch. We

By E. Fred Rowe, Rochester, N. Y.

can all of us admire the "art" work turned out by some of the men who are far advanced in the craft, with every facility at their command. But the work which Mr. Rowe turns out is possible of production in nearly every shop, if only a good supply of thought and care is mingled with our work. It is such work as a high class and successful commercial house likes to send out, as is attested by Mr. Rowe's continued connection with the Vicks. Each job bears evidence of being carefully thought out before it is set. Every piece of type, rule or ornament used has a purpose; nothing is done at random. The presswork is even and clear-cut—the kind which makes the printing appear to be a part of the paper rather than a separate thing carelessly thrown on to it. Rowe is assuredly the right man in the right place.

H.C. Hull, Asheville, N.C., is something of a chicken fancier when he is not getting up pleasing typography

This is our friend Hull, his boy and his chickens.

creations. This little illustration shows him and his four-year-old son feeding a group of buff cochins.

NOT AFFECTED BY HARD TIMES

The Ottumwa, Iowa, *Courier,* one of the Lee Syndicate newspapers has not been affected in any way by the hard times. Its publisher, Jas. F. Powell, has just placed an order with the Goss Printing Press Company for a new three-deck, 24-page perfecting press, printing papers at the rate of 24,000 an hour; and with Kohler Bros. for their well-known system of press control and individual direct connected motor equipment for operating the stereotype machinery. The contracts call for the installation of this equipment by September 1st. The *Courier* now boasts of a daily circulation of 6,500, a tri-weekly of over 7,000 and is still the only daily paper in a town of 22,000 people.

"MOST VALUABLE SUGGESTIONS."

READING, MASS., May 16, 1908.

National Printer-Journalist.

GENTLEMEN:—Check enclosed for NATIONAL PRINTER-JOURNALIST to date. We think your journal the medium for the most valuable suggestions for the publisher and the printer, and the leader among the literature of the profession.

Very truly,

W. E. and J. H. TWOMBLY.

"REAL WORTH AND MERIT."

LITTLE ROCK, June 17, 1908.

Mr. B. B. Herbert, Chicago, Ill., Editor National Printer-Journalist.

DEAR SIR:—Yours enclosing receipt for one year's subscription to N. P.-J., received.

We are glad to receive this, not only as a prize for the best set "ad," but for the paper's real worth and merit to a printshop that hopes *some day* to be among the best.

I think there were about 10 or 12 contestants and the committee was composed of five newspaper men from over the state. I am mailing sample "ad" under separate cover. It is Hollenberg's ad on page three of the magazine.

Respectfully, FRED PATTEE.

NOT WITHOUT HONOR IN HIS OWN STATE

WILL H. MAYES ENTHUSIASTICALLY SUPPORTED BY THE EDITORS OF TEXAS FOR PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION.

Will H. Mayes, the genial, able, successful newspaper man and printer of Brownwood, Texas, is fortunate in the number and character of his friendships among the editors of his own State and the members of his own Association. Texas editors never do things by halves. At the organization of the National Editorial Association, in New Orleans, in 1885, they had the largest representation of any State in the Union and they have maintained their reputation and kept up the attendance ever since. Treasurer Will A. Steel reports, as will be seen elsewhere, that the Texas Association leads this year with the largest paid up delegation and naturally implies that others should follow the good example.

There is nothing slow about Texas, although it is big. It is as enthusiastic as it is broad and generous. There is abundance of room for expansion, and activity is necessary to the meeting of the great and numerous opportunities.

This year the members of the Texas Press Association, unanimously decided that they wanted to see their honored fellow member and past-president of their association whom

Will H. Mayes, Brownwood, Texas

they have put to the test and thoroughly know, made President of the National Editorial Association, with the full belief, enthusiastically proclaimed, that he will honor and benefit the National organization with zealous and efficient service as he benefited the Texas State Press Association. Having entered the contest for the honor, a committee was appointed consisting of prominent and well-known members of the Association, to conduct a vigorous campaign:

C. F. Lehman, Hallettsville; J. P. Chambless, Ennis, Texas Executive Committeeman; F. B. Baillio, Cleburne; J. H. Lowry, Honey Grove; J. R. Ransone, Cleburne; W. A. Johnson, Memphis; Miss Margie E. Neal, Carthage, Texas.

Results have shown that the committee was wisely chosen and the trust worthily bestowed. A vigorous campaign has been conducted but with such considerateness and goodwill that no antagonism has been aroused and, at the present writing, the members of the committee have assurances that the gentleman—and he is all that is implied in the highest signification of the word—whom they seek to honor, will receive the high honor not only without opposition, but with a cordiality and a sincere respect and confidence that will prove most helpful in his subsequent administration of the office.

The Fort Worth, Texas, *Record*, seems to have stated the belief and sentiment of the whole press of the state, that has become also the belief of the members of the National body, when it said:

"The Association will honor itself in honoring Mr. Mayes. He is a type of the best in modern journalism—bright-minded, clear-headed, clean in method and lofty in ideal, with a practical ability to conduct business along successful lines. No man stands higher in the profession in Texas, and no one more deserves the honors of the National Association, which he has done so much to promote. His citizenship as his professional conduct is blameless and purposeful, and he has so lived and wrought among his people as to become an influence for great good in material things, in morals and in the public welfare."

Two of the leading dailies of the State of Texas, the Houston *Post*, and the Dallas *News*, have spoken like words of just commendation, as in fact, have all the papers of the Empire State of the great Southwest. We might fill many pages of the NATIONAL-JOURNALIST with these generous words of praise, that contain valuable instructiveness in portraying what are considered, by the most successful newspaper makers, as the highest qualifications for an editor, that are found to be characteristic of Will H. Mayes, whose splendid success has established the full worth of these high ideals. The Houston *Post* said:

"Mr. Mayes is a native of Kentucky, and is a newspaper man of the old school. He is a real editor, as well as an excellent business man, as is well attested by the fact that he is at the head of one of the most prosperous daily and weekly newspapers in the state. His selection to the high office of president of the National Editorial Association would reflect credit not only on Mr. Mayes and the state press of Texas, but upon that greatest body of affiliated newspaper workers.

"The election will not take place, as stated, until August, but the fellow-workers of Mr. Mayes in Texas are making an early start in their campaign for him."

The Dallas *News* joined in the symposium with the following:

"Will H. Mayes and his brother, Hervey, twenty years ago took up the publication of the Brownwood *Bulletin;* then a weekly paper. Well edited, newsy, a better paper than ordinarily came from a town of that size, it made the press of the State sit up and take notice what Brownwood was. Brownwood rose, and with it the *Bulletin* and the Mayes brothers. For some years past the *Bulletin* has been published daily. It is now housed in its own building, the most complete and best appointed newspaper structure in any town of anything like the size of Brownwood in the Southwest. A couple of years ago, the Texas Press Association met at Brownwood, and, in consequence, cords of favorable comment upon Brownwood and the *Bulletin* and its building were published in the newspapers of the state. And now in appreciation of Will Mayes' good qualities and his ability, the editors have decided to present him for the presidency of the National Editorial Association at its next meeting."

We attended the meeting of the Texas Press Association at Brownwood, met Mr. Mayes in his home city, and can heartily endorse all that the *News* says with regard to his paper, the splendid office, the prosperous, growing city, the delights and results of the convention.

More Work through publicity

By HARRY A. WOODWORTH Address all communications for this department to 314 Linden Street, Scranton, Penn

AS Mr. Hanson has treated the subject of the new course in typography of the I. T. U. very fully and approvingly, I will not at this time make use of the data forwarded me by the union, but will content myself with wishing the enterprise the success it deserves.

* * *

The man who advertises within his means and advertises well will soon be able to extend his advertising and still keep within his means.

* * *

TWO COGNATE FACTS.

The *Spokesman-Review*, Spokane, Wash., issues a folder with a large central picture, showing the growth of its circulation, and the value of the farm poducts of the Pacific Northwest.

* * *

To think that a business can be run on advertising done months ago is as unreasonable as to expect the mill to grind with the water that is past.

* * *

A WEALTH OF WHITE.

The Archbald (Pa.) *Citizen*, has a very attractive six-inch double-column ad which shows that the office does all kinds of printing. There is an opulence of white space in the ad, and it would have been very effective if placed elsewhere on the page than alongside the margin.

* * *

Proportion should be observed in advertising as well as in other things. A full-page advertisement does not go well with a half-column stock.

* * *

BETTER HAVE SPECIFIED THE PRIZE FIRST.

A Milan editor recently held a contest for ladies who cut coupons from his paper, and announced that a valuable prize would be awarded. Not till the close of the contest did he state that the prize was himself. Then it was found that the winner was a married woman. Now what's to be done?

GOOD ADVERTISERS STOP SOME BAD ADVERTISING.

The Postum Cereal Co., are pretty good advertisers, in some ways, though I always thought it mean to run down such a blessing as many have called coffee. I wrote several months ago that I believed they were making a mistake calling their new breakfast food, "Elijah's Manna," advertising it by means of cuts of ravens in all kinds of ridiculous attitudes. Soon after the company took considerable space to show that there really should be no prejudice against the name. And now the inevitable has happened. The product gets a new name, and a good one—"Post Toasties," and very large spaces are being used to popularize the food under this name. As I've said many a time in this department, it is not wise to put anything in your advertising that could possibly offend any one—particularly in respect to religious scruples, no matter whether your own taste would be offended or not by such allusion. And besides, if I remember rightly, manna did not keep well, and the Israelites got tired of it, and hankered for the flesh-pots of Egypt.

* * *

Don't try to convince your customers that they know nothing about printing. They may be extremely ignorant of the art, but it pleases them to think they know something about it.

* * *

THERE WAS A REASON.

Recently, General Elliott, commander of marines, notified Secretary Metcalf that he had withdrawn from the newspapers the advertisements calling for recruits. And this just after I had finished a lengthy poem, "The Advertiser," which closed thus:

Your Uncle Sam is not a clam—for cost (not lost) cares not a rap,
The U. S. A. will be, some day, Earth's biggest advertiser!

But then, the reason for cutting out the newspaper ads was just this: Their mission had been accomplished. For, as the General's report stated, the Marine Corps was then up to its full complement of 8,700 enlisted men. The newspaper advertising "done" it, as Uncle Jerry Rusk would have said.

* * *

The ad-writer, like the poet, may be born, not made, but he usually requires a lot of development.

* * *

The Quoin Club is not a society of printers, but of advertising managers of monthly or weekly periodicals of high class. They issue a publication from their headquarters in New York entitled, *The Quoin Club Key*. In the "Key Notes" in the first issue the following statement is made:

The purpose of a key is to unlock something, usually. A quoin key, however, has a different function—it tightens and binds things in a rigid whole.

Seems to me the purpose of a key of any kind is both to lock and to unlock.

There's a mighty good story, "The Man Who Did," in the first issue. Here it is:

One day a manufacturer came to a certain city in the Middle West to secure a distributing point for a new line of goods. A new *line*. But not new merchandise. For such goods had been long in use. This manufacturer, however, made a better grade. He charged a little more. He proposed to explain, by magazine advertising, how such merchandise is produced, how to recognize purity and quality, and why a trifling cost means good value to the consumer.

This city had three merchants in that line of business.

The first was a merchant-prince—established forty years, rich, prominent in business and public affairs. He refused to handle this new line.

"Why should I lend our reputation to build up your business? No advertising you can print in the magazines will make your word as good as ours in this city.

The second merchant was the largest competitor of the first. He was willing to order a small lot of the goods, but said they must take their chances—he didn't propose to let any outsider build on *his* reputation, either.

The third merchant in this town was a beginner—obscure, hampered for capital. But this third man saw that the promotive work the manufacturer proposed to do, if actively backed up by himself, could be made a strong lever in building a new business.

Now, the manufacturer needed a loyal distributor in that town. Preferably a big one—the leading store if possible. But he had only his choice between a large lukewarm distributor like the second merchant, or an enthusiastic little one, like the third. Eventually he chose the latter and gave him the exclusive agency, assisted him with advertising in the local newspapers, gave him favorable credits.

When the magazine advertising began the small merchant had these new goods in his tiny window. Through the mails and the newspapers, too, he let people know that he carried this identical line, in a full range of sizes, and that they could be bought nowhere else in that town. He backed the manufacturer's magazine advertising loyally and intelligently, and swung into the current of the new demand.

That was five years ago.

The other day a curious thing happened. Two men boarded trains in that town, went East, and walked into this manufacurer's office together to bid competitively for the agency for those goods. One was the merchant-prince. The other was his erstwhile competitor. They were eager to secure what both had refused five years before.

Why?

Because informing advertising, read by hundreds of thousands of people, had made goods bearing that manufacturer's name the standard for quality and trustworthiness.

These two merchants had heard that there might be an opportunity to secure its right and rectify their past error of policy. For that once obscure little merchant had grown to a point where he was selling his business to seek a wider field.

Neither of them got this agency, however. The manufactufacturer informed them that it could in no way be affected by the sale of the present owner's business, because it was part of his good-will—an asset that he had helped create, to be sold by him to his successor.

* * *

A wise man may learn something from a fool. It's a pity the rule will not work the other way.

* * *

IT'S NEAR TO THE DEPOT, TOO.

This card (1), which is mostly in a charmingly clear 6-point, with the firm name, headings and ad-

No. 1

dress in maroon, is a very pleasing piece of printing. The small type makes it "different," and still it is not difficult to read, with the exception, perhaps, of the very short-tailed italic figure 9. Accompanying this is another card with a map on which the Chicago Postoffice and the building of the W. P. Dunn Co. are in color. "You will notice," the card reads, "that our new location is right in the center of the Printing House District, and but a short distance from the Postoffice. It is conveniently situated for quick delivery by wagon or messenger." I don't exactly see the point of alluding to the center of the Printing House District, unless the W. P. Dunn Co., make a specialty of printing for the trade. The point as to the Postoffice is good, of course.

* * *

Never put off advertising today what you want to sell tomorrow.

* * *

"GROWING ALL THE TIME."

The above is the title of the very well composed folder of the Ottumwa (Iowa) *Courier*, has just sent out. It is "The Great Home Paper," and so it ought to grow.

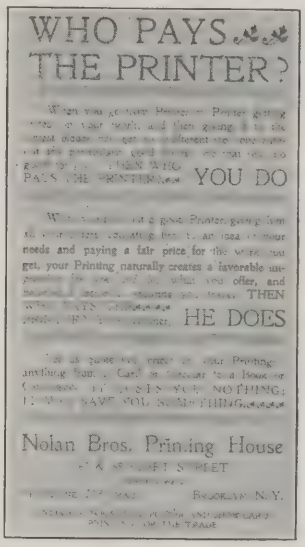
* * *

If you wish to keep your customers you must keep your business promises.

* * *

DO YOU OR YOUR CUSTOMERS PAY THE PRINTER?

Here (2) is a pretty good printing-advertising argument, forcibly displayed. It is printed on both green and brown stock. When printed on the brown



No. 2

paper, the two first lines, the phrases, "You Do" and "He Does," the sentence, "It costs you nothing,' etc., and the last sentence of all, are brown, the remainder green. On the green stock, the words and ornaments above indicated are in green, the remainder being green. A card accompanies this job, which reads:

"Success don't consist in never makin' blunders, but in never makin' the same one twice."—*Josh Billings.*

Our "non-blundering" for thirty-one years has helped others to get rich. Can't we help you?

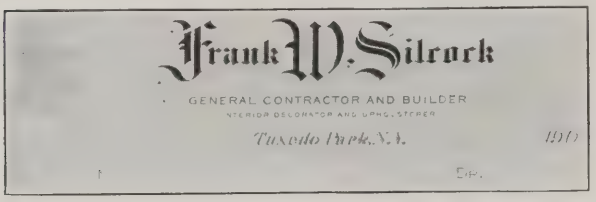
Apparently in the case of the Nolan Bros.' Printing House, success *has* consisted in never makin' blunders.

* * *

If good advertising did not pay handsomely there would not be so much poor advertising done. And if poor advertising did not often appear to pay handsomely, there would be still less poor advertising done.

ADVERTISING THE CEROTYPE PROCESS.

When one sees the envelope of Frank McLees & Co., 18 Rose St., New York, one might wonder somewhat why all but the word "Printers" was engraved, and also if the design were not lithographed. But it is the purpose of the enclosures to advertise just this line of printing. The cerotype process is the one employed by the firm. Cereotypes are type-high electros of lettering designs, engraved by the wax process, and may be printed on any ordinary job or cylinder press with lithographic or engraved effect. The circular letter calls attention to a line of specimens enclosed.



No. 3

"We have indicated on each," it reads, "the cost of the engraving." Which is very good advertising. In such work, it is found practical and economical to use small type for the incidental lines of letterheads, cards, etc., having only the central features engraved. One of the memo heads is herewith shown (3) as example of a very prominent name which does not, however, unduly overshadow the business of Mr. Silcock. I never agreed with the advertising experts who claim that a firm name should be the least prominent feature of an advertisement.

* * *

If all people thought alike, and all had the same needs and desires, there would be little difficulty in getting up ads that would appeal to everybody.

* * *

HERE'S LUCK TO THE PLUCK PRINTERY!

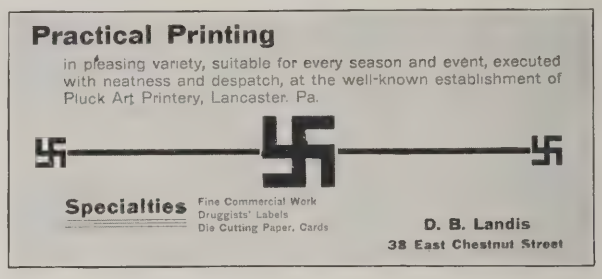
Even though D. B. Landis, of Lancaster, Pa., has had experience sufficient to get some printers into ruts

Superior . . . . .
. . . Productions
do not always come from large, or long-established, houses
WE are a comparatively young party in the printing industry (although having fully twenty-nine years of hustling experience—much more than some printers are old), and not near as big as some old-timers; but our products have won for us a more than local . . . . . REPUTATION and this is always backed up by the CHARACTER of Pluck Art Printery's everyday printing
TRY us. Our ambition is constantly—
Quality, First
Price, Second
—assuring you the best for the money
D. B. Landis, the Printer
38 E. Chestnut St., Lancaster, Pa.

No. 4a

that ever deepen, he appears to be an originator. But then he is "a comparatively young party in the printing industry," which probably means he has but lately gone into business for himself. The blotter reproduced as 4a is out-of-the-ordinary, and pleasingly so. I should have preferred that the lines above the word "Reputation" had been so worded as to make a full line without employing leaders in the midst of a sentence.

The swatiska is an Egyptian symbol of all that's good, and is having a great vogue nowadays, in type as well as jewelry. Several printers sent me specimens with this symbol formed from rule. Possibly this (4b) is thus formed, but more likely the swatiska


Practical Printing
in pleasing variety, suitable for every season and event, executed with neatness and despatch, at the well-known establishment of Pluck Art Printery, Lancaster, Pa.
Specialties
Fine Commercial Work
Druggists' Labels
Die Cutting Paper, Cards
D. B. Landis
38 East Chestnut Street

No. 4b

pieces now being made by the type-foundries are employed. Rudyard Kipling has been using this sign for years it appears above his signature in one edition of his works. And Robert W. Chambers has written a rattling good story about the symbol. May it bring good luck to the Pluck Art Printery and its customers!

* * *

The true test of an advertisement is the amount of business it creates or helps to create.

* * *

A BIZARRE LETTER.

This blotter (5) of the Market Review Publishing Co., is certainly odd. It is in three colors. The "S" looks as if 'twere upside down, but as a matter of fact, there is almost the same space in the top loop as

No. 5

in the bottom one, the lower being a trifle bigger. The spaces in an "S" furnish a well-known optical illusion. Have you noticed that the letterers of many Sunday newspapers are making all their "S's" with the smaller loop at the bottom? It's a fad.

* * *

The storekeeper who does not believe in advertising is always pleased to be mentioned in the local paper as "an enterprising merchant."

* * *

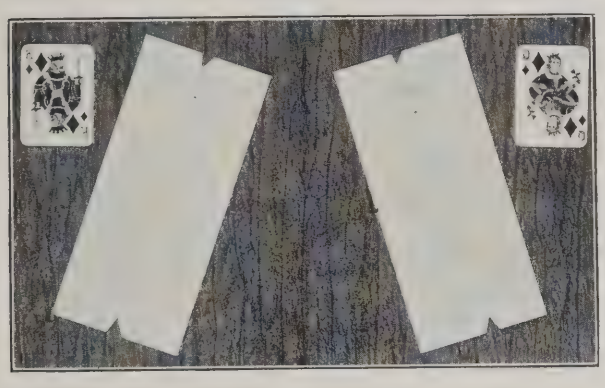
THE TIME'S OFFICE FEELS IT'S UP TO THE TIMES TO BE UP TO THE TIMES.

The Scranton *Times* job office is turning out some very original and striking productions these days, not only as to typography, but also as to stock, plates, and arrangement of folds and the various "pieces" of jobs with more than one kind of stock.

A very handsome booklet is printed on white stock, but all that shows white is the oval in which the illustrations and the text are. The effect of the rest of the pages was produced by making halftone reproductions from paper which resembled wood. Opposing pages show different grainings.

A fine menu booklet was made for the twentieth-anniversary banquet of China Hall. The guests of honor at this function were E. J. Lynnet, proprietor of the *Times,* W. A. Browning, esuperintendent, and two others.

The menu job of which (6) is a reproduction of the two inner pages was prepared for a euchre club which was also a pedestrians' and woodsmen's club.



No. 6

Hence the stock, which resembles bark very closely.

"Why didn't you have two jacks of the same color instead of the king and queen?" I asked the genial superintendent.

"Well, these are real 'boughten' cards," he answered, "and we had to throw away all but the euchre deck anyway."

And then in euchre what's trumps makes a difference in the value of the knaves. They are not always of higher rank than kings and queens. But with the wonderful business the *Times* print-shop is now doing in postal cards—tri-color with black—it might easily make cards of any denomination it desires.

* * *

Thought and action make a fine combination, but the one is of little use without the other. United they lead to success but when engaged in separately they frequently result in nothing worth while.

* * *

ECONOMY IN THE EDITORIAL HOME.

Here's one editor that seems to be able to keep down his domestic expenses:

A New York paper asks: "Can a woman dress on $20,000 a year?" Our wife does, and she is a big woman, too.—Bernard (Kan.) *Bee.*

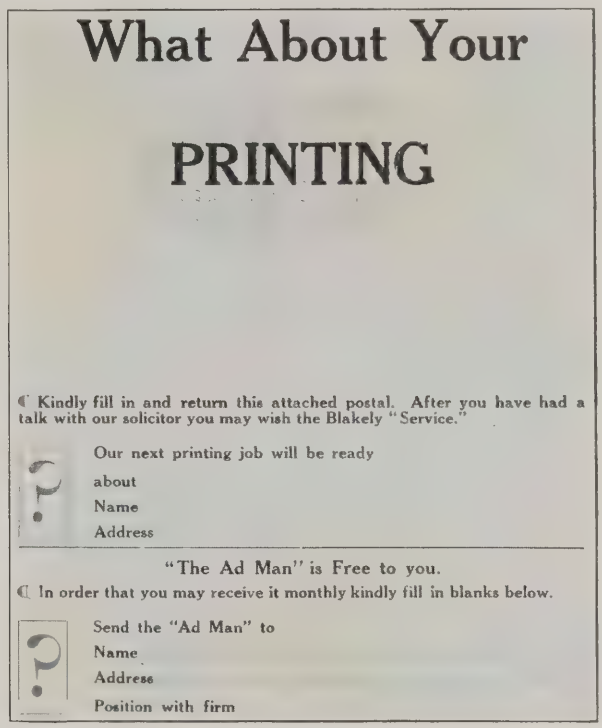
* * *

If less attention were given to making advertisements smart and original, and greater efforts were made to inspire confidence, there would be more good advertising done than there is at present.

I'M INTERESTED—SEND IT ALONG.

The *Ad Man* is a publication "free to YOU if interested in the welfare of advertising." It is published by the Blakely Printing Company, Chicago. It contains 12 pages, ordinary magazine size, and cover. It is a very handsomely printed paper, but the only mention of the printing firm it contains is its name as publishers on the first page of cover, and an ad on the last. None of the excellent articles refer specifically to printing-advertising, and it scarcely seems to be alive to all its possibilities as a house organ.

Here's one side of a reply postal card (7) there being, of course, a dotted rule impression in the center.


What About Your
PRINTING
¶ Kindly fill in and return this attached postal. After you have had a talk with our solicitor you may wish the Blakely "Service."
Our next printing job will be ready
about
Name
Address
"The Ad Man" is Free to you.
¶ In order that you may receive it monthly kindly fill in blanks below.
Send the "Ad Man" to
Name
Address
Position with firm

No. 7

The Linotyped background to printing is in brown, as are the paragraph marks and the panels.

* * *

The printers who are truly wise
Are those who always advertise;
For they have little wit who say
That advertising does not pay.

* * *

CLASSIFIED ADVERTISING.

Very pleasing is the large mailing folder of *Spare Moments,* Rochester, N. Y. The inner part consists of a circular letter and a cover of *Spare Moments,* pasted on the wide-color stock. "Do you know," the letter begins, "that *Spare Moments* carries more classified advertising than any publication, other than a newspaper?" And I guess this is so. *Spare Moments* is not a farm journal, but for the last few months it has had page after page of classified advertising, the most of it offering farms for sale. And how did the publication get it? Mostly, I believe, through advertising in the classified columns of the newspapers. The small ads should sell the farms, too, now there is getting to be such a great movement "back to the land." This letter is sent to display advertisers, the argument being, "If *Spare Moments* is good for classified advertising *it must be good for display.*"

A FASHION NUMBER OF THE B. C. CO. BUDGET.

Eight years ago I wrote in this department an appreciation of a booklet issued by the Barnes-Crosby Company of Chicago—New York—St. Louis. Eight years is a long time in the history of modern photo-engraving, and now I see from the fashion number of their house-organ that they are as much up-to-date-and-a-little beyond as they were then. There's a delicacy about their two- and three-color work that is charming, especially in the delineation of the modes. No sheath-skirt is shown, thank goodness—the yellow journals are giving us that *ad nauseum*. The firm claims to have originated the present style of fashion illustrating. If so, they deserve a whole lot of credit. They deserve it, anyhow, for their representations of both women and men dressed in the prevailing styles are as far superior to the hideous fashion-plates of a decade ago as anything could well be. Modern advertising owes them much.

* * *

An advertising idea may be original and yet be worthless. There are other business essentials besides advertising.

* * *

A FAILURE FRANKLY ADMITTED.

A short time ago the Philadelphia *Record* wrote to all the presidents of colleges and schools who had advertised in a Special School and College Supplement, which that paper had issued yearly,asking them if their use of the supplement had brought returns. There was an overwhelming verdict against the supplement as compared to advertising done in the regular columns of the newspaper. So, of course, the *Record* abolished the Supplement, and frankly gave considerable publicity to the failure. This should not hurt the *Record*—the best of us cannot always tell just how far and in what direction the adevrtising cat is going to jump. It should, on the contrary, show that the *Record* is a paper which keeps the best interests of its advertisers ever in mind.

* * *

The Kansas City *Star issues* a four-page sheet, newspaper size and style, "showing the development of school and college advertising in the West." It should assist in a further development of this clas of advertising.

"A CROWNING SUCCESS" ASSURED—TEXAS SETS GOOD EXAMPLE

THE NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES, OFFICE OF THE TREASURER, 551 COLMAN BLDG., SEATTLE.

June 15, 1908.

Executive Committeeman, N. E. A.

DEAR SIR:—There is every assurance that the forthcoming Convention at St. Paul will prove a crowning success from a literary, business, travel and social standpoint.

It is very essential that the many good things prepared should be enjoyed by a large representation from the various affiliating organizations. To attain numerical strength valuable assistance can be rendered by members of the Executive Committee.

If each Committeeman will immediately put forth effort to induce a full attendance from his association, it would mean in the aggregate an additional fifty to one hundred delegates.

Collections from delegates should also be made at once by the Committeeman, and forwarded to the undersigned. This would greatly facilitate the work at St. Paul and permit of the early publication of the roster of delegates, and distribution of badges.

Permit me to call attention to the worthy example of Mr. J. P. Chambless, Executive Committeeman from Texas. Prior to June first he had collected and forwarded to me the dues for fifteen delegates, the full representation from his association. Similar early action has been customary in Texas and a very few other states.

Fraternally yours, WILL A. STEEL.
Treasurer N. E. A.

An attractively illustrated booklet entitled, "A Glimpse of Utah," has just been issued by the Passenger Department of the Denver & Rio Grande Railroad. It sets forth in an entertaining manner the resources, development and possibilities, as well as the scenic attractions, of this great State.

◈ ◈

THE LONDON TIMES INSTALLS MONOTYPES.

The Lanston Monotype Corporation, Ltd., of London, England, has just installed eighteen Monotypes in the composing room of the London *Times*. As soon as possible twenty-two more machines will be added, making the complete battery consist of forty Monotypes. The *Times'* Monotype equipment will be second in point of size only to the United States Government Printing Office, which uses 124 Casters and 162 Keyboards, for the *Times* battery will be of exactly the same size as that of the New York *Sun*, which has used the Monotype exclusively for a number of years.

The selection of the Monotype by the *Times* is of particular interest, for, with true British conservatism, it has steadfastly refused to use modern composing machinery. The fact that the Monotype has satisfied the "Thunderer," both as to quality and economy of production, is the strongest possible endorsement of the Monotype on newspaper work.

Mr. Harold M. Duncan, the Managing Director of the English Corporation, is an American, who has a very wide circle of friends in the printing trade here who will be pleased to hear of the success of the English Lanston Monotype Corporation under his management.

◈ ◈

Vacation-seekers who are looking for information in regard to names of hotels, accommodations, rates, etc., at the many Rocky Mountain resorts are now being supplied by the Passenger Department of the Denver & Rio Grande Railroad with their latest publication, entitled, "Hotels and Boarding Houses," which contains full information on the subject.

◈ ◈

C. Wendell Lansing, lately editor of the financial publication, *Profitable Investing*, has taken the editorial management of *Brick*, the organ of the clay-working industries. Mr. Lansing is well known in both the newspaper and magazine fields. He was at one time manager of the Worcester (Mass.) *Gazette*, and for a short time was connected with *Fourth Estate*. He left New York for Chicago in January, 1907, to become a member of the editorial staff of *System* magazine, and is the author of one of the books on business methods published by the System Company. He is also a writer of several short stories which have appeared in popular magazines.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

FOR SALE—MATERIAL OF FORMER AUSTIN DAILY and Weekly Register. A bargain. Owner's health failed. Address H. O. Basford, Austin, Minn.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

LOS ANGELES TIMES LINOTYPE SCHOOL—Competent operators furnished. Tuition rate $100; three months course or longer—stay till proficient; work on "live" matter—non-printers admitted; best operators often non-printers. For further particulars address—The Times, Los Angeles, Cal.

PAYING NEWSPAPER AND JOB OFFICE IN SOUTHeastern Idaho. Electric power, new presses. Owner has accepted position as ad manager for manufacturing firm. Write Joe H. DeWitt, Soda Springs, Idaho.

EXPERIENCED NEWSPAPER MAN, PRINTER, LIBerally educated, having sound business training and accustomed to responsibility, desires position as business manager or editor of daily paper in live town. Address N., care NATIONAL PRINTER-JOURNALIST.

$4500.00 GUARANTEED annual income

from $30,000.00 investment and personal effort.

EDITORIAL OPPORTUNITY

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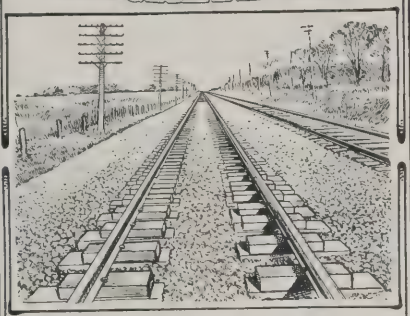

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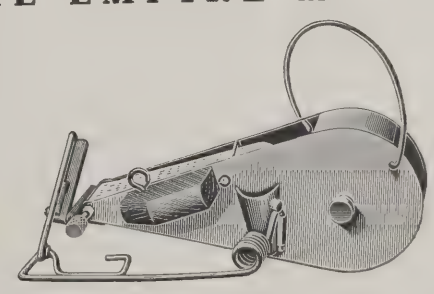

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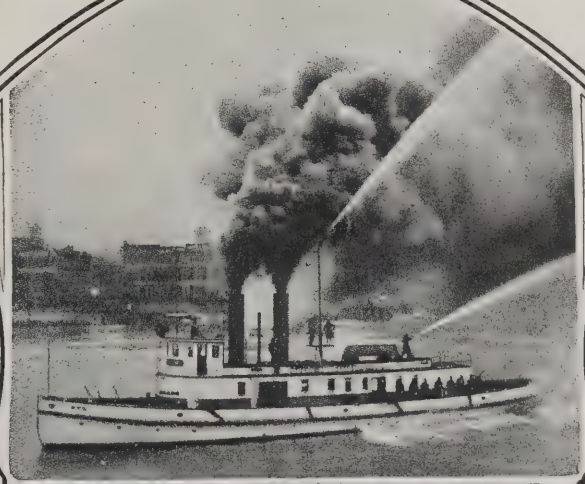

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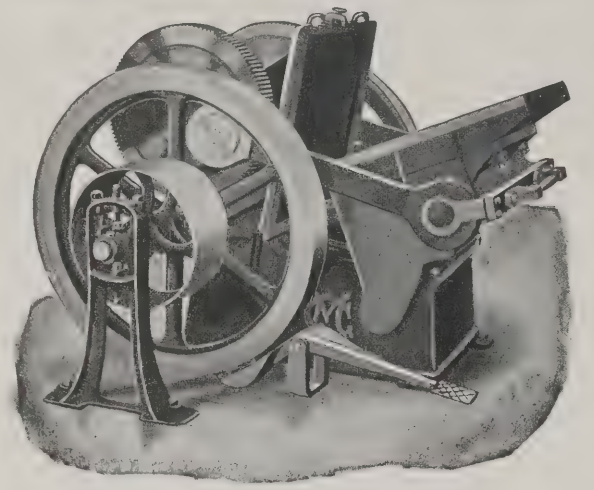

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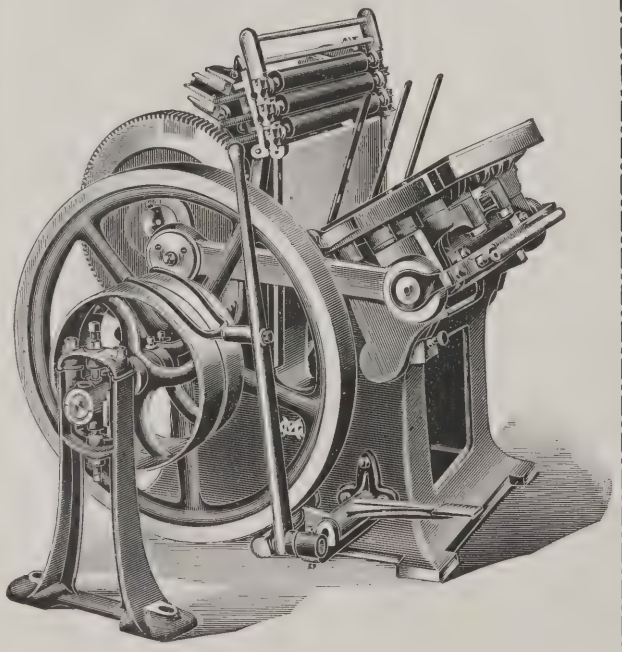

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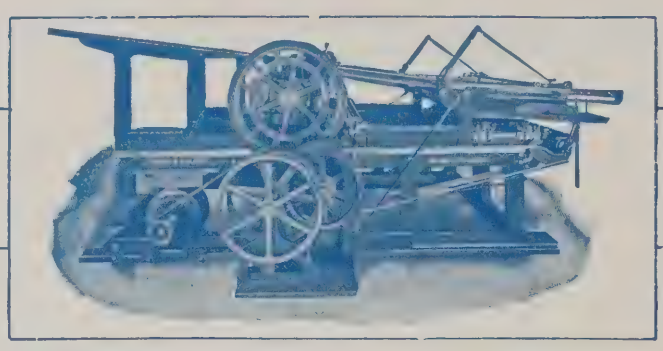

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CHICAGO

NEW YORK

August, 1908

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ST. PAUL, MINN., AUGUST 17-24, 1908

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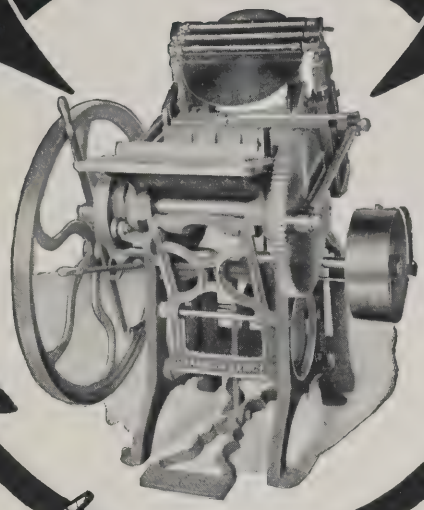

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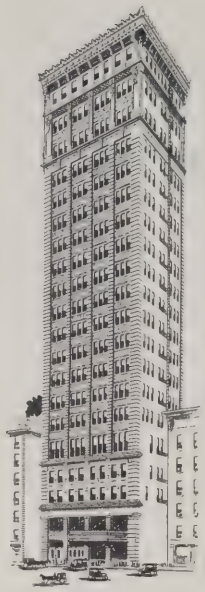

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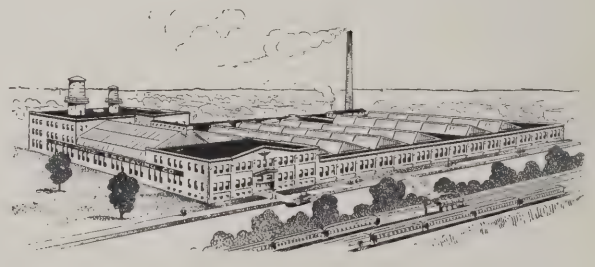

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Mr. Roche of the Whitehall (N. Y.) "Times" writes:

"Before we installed the Junior we employed three girls at $18.00 a week to set our paper. Now we employ only one girl who runs the machine at $6.00 a week."

THE JUNIOR LINOTYPE not only saves money in wages—it saves time—enables you to set sub-heads in black face and body matter in Roman by the instantaneous touch of a lever —and gives you a new dress every time you print.

$1500 EASY TERMS—BUYS IT

Mergenthaler Linotype Company

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS PARIS

SYDNEY, N. S. W. } Parsons
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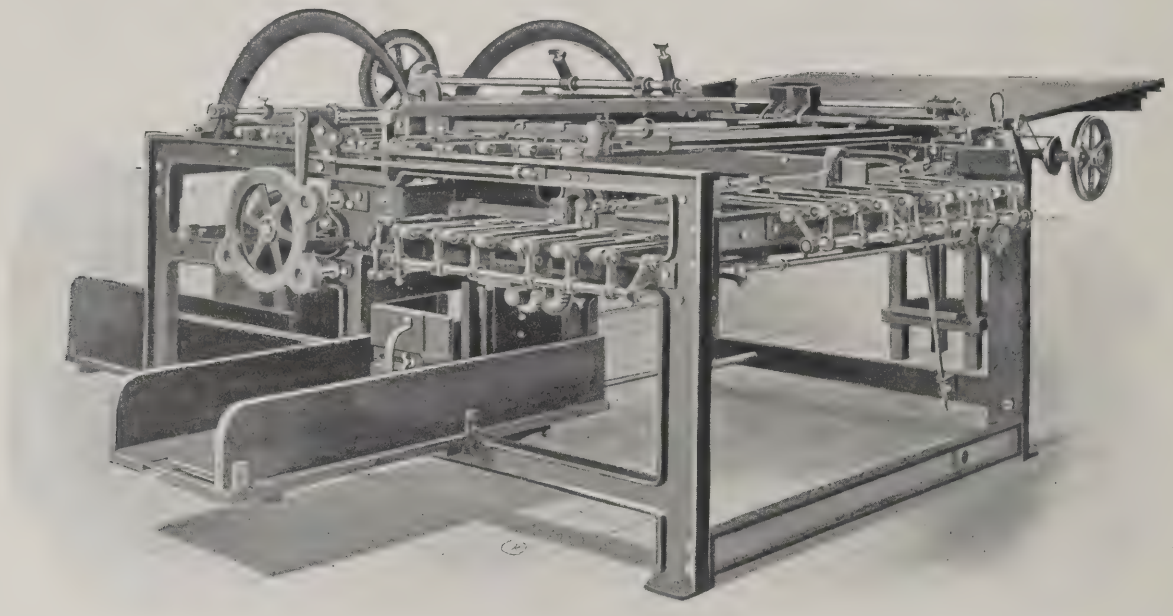
When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

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BARGAINS IN PRINTING MATERIAL

DRUM CYLINDER PRESSES

17x23 POTTER DRUM—Two form rollers, rack and screw distribution, tapeless rear delivery, wire springs, back-up $400.00

23x28 HOE DRUM—2 roller, rack and screw distribution, wire springs, tape delivery, speed 1,800.....$425.00

24x32 CAMPBELL COMPLETE DRUM—2 roller, table distribution, tape delivery, wire springs.....$375.00

25x35 POTTER DRUM—Two rollers, rack and screw distribution, tapeless rear delivery, wire springs, steam fixtures, speed 1,600...$550.00

26x37 COTTRELL MONARCH DRUM—Two roller, table distribution, rear tapeless delivery, air springs, back-up.....$675.00

26x40 C. B. COTTRELL & CO. DRUM—Two rollers, rack and screw distribution, tapeless delivery, air springs, steam fixtures....$700.00

27x37 PROUTY COUNTRY—Two rollers, 7-col. newspaper press, hand or steam.....$340.00

27x46 WHITLOCK DRUM—Two roller, rack and screw distribution, tapeless delivery, air springs, foundation, extra heavy machine, speed 1,500.....$675.00

29x42 HOE DRUM—Box frame, book and job press, fitted with 2 rollers, rack and screw distribution, tapeless delivery, releasing springs, modern fountain.....$640.00

31x46 CAMPBELL DRUM—Two rollers, table distribution, tape delivery, wire springs, with chases, print 6-col. quarto, hand or power.....$475.00

32x48 HOE DRUM—Two rollers, rack and screw distribution, tape rear delivery, wire springs, foundation, steam fixtures.....$600.00

33x48 CAMPBELL COUNTRY—Six quarto, hand drive, speed 1,000.....$425.00

38x51 BABCOCK STANDARD—Two roller, rack and screw distribution, air springs, tapeless delivery, speed 1,400, prints seven quarto.....$900.00

Send for complete illustrated bargain sheet and terms

A. F. WANNER & COMPANY

342 Dearborn St., Chicago, Illinois

The Largest Electrotype Foundry on Earth. *An Engraving Plant Equal to any on Earth.*

GLOBE ENGRAVING & ELECTROTYPE CO.
CHICAGO, ILL.

407-425 DEARBORN ST., CHICAGO

SOME FACTS TO CONSIDER IN BUYING HALF-TONES

It costs us 7 cents per square inch to deliver an eighty-inch (8x10) half-tone.

It costs us 20 cents per square inch to deliver a minimum (ten-inch) half-tone.

It costs us one-third as much *per square inch* to deliver an 8x10 half-tone as it does to deliver a ten-inch half-tone.

The accuracy of these figures is supported by two facts: First—The audit of a C.P. accountant of records covering the production of 31,312 half-tones, aggregating 551,697 square inches. Second—The only difference in the cost of two minimum half-tones and one 8x10 half-tone is the difference in the cost of the material used, which is approximately $1.60. Therefore, if an 8x10 half-tone is sold at 15 cents per square inch, or $12, an equal price for two minimum half-tones is $1.60 less than $12, or $5.20 each. Reversely—if $1.50 each for minimum half-tones is a satisfactory price, then an 8x10 half-tone should be sold for $1.60 more than two minimum half-tones, that is $4.60 or 5¾ cents per square inch.

Our Scale of Prices for half-tones is based as nearly as possible on the cost of production, i. e., a fixed charge of $1.50 plus 10 cents per square inch.

Less 20 per cent the net prices equal 9½ cents per square inch for 80-inch cuts, 10 cents for 60-inch cuts, 11 cents for 40-inch cuts, 12 cents for 30-inch cuts, 13 cents for 25-inch cuts, 14 cents for 20-inch cuts, 15 cents for 17-inch cuts and 20 cents for 10-inch cuts.

The cost of zinc-etching is one-half the cost of half-tones.

Our price for zinc-etching is one-half the price of half-tones.

Considering the facts, is it good business to buy or sell half-tones at a uniform square-inch rate?

At our scale-price, the larger the cuts the greater the margin of profit in them. Therefore, while we make no claim of being cheap engravers, we like the large cuts. The larger the cuts the more we hanker for them—even at a price that grows less as the size increases.

GLOBE ENGRAVING & ELECTROTYPE CO.

If you are a buyer of Engravings you should have our *New Scale of Prices*, the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.

Guess Who!

—makes—the—best—cuts—

THAT'S EASY!

LOOK AT BOTTOM OF PAGE

WILLIAMSON=HAFFNER

ENGRAVING COMPANY

DENVER COLO.

JUST TO PLEASE THE BOYS

(WHO USE IT) THE GIRLS (WHO MAY SEE THE

RESULTS) AND THE MAN (PAYING THE BILL)

WE MAKE QUEEN CITY

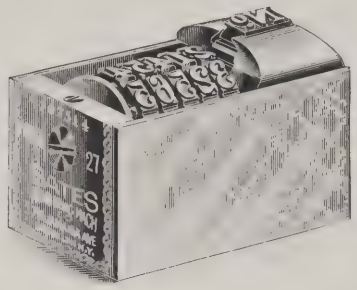
INK TO PLEASE THE MOST EXACTING

THE QUEEN CITY PRINTING INK CO.

Bates New Model No. 27

The Standard Type-High Numbering Machine of the World

The Best and Handsomest Machine Ever Made



HARDENED
RATCHETS
DAMASKEENED

Made with the precision of a Watch and the Strength of the Finest and most durable Steel

PRICE JUST REDUCED FROM $14 to $8

Price of No. 28 (six instead of five wheels) Reduced from $18 to $10

In Stock and For Sale by all Type Founders and Dealers in Printers Supplies.

BATES NUMBERING MACHINE COMPANY

696-710 Jamaica Avenue, Brooklyn, N. Y.

Western Branch: 315 Dearborn St., Chicago

Megill's Patent

AUTOMATIC REGISTER GAUGE

The Great Side Guide for color-work on Platen Presses.

Registers to a split-hair,

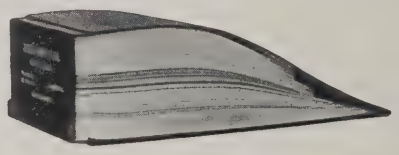
Saves Stock,

Increases output.

Send for booklet, specimens, and prices.

E. L. MEGILL, Patentee and Mfr., 60 Duane St., New York

James White Paper Co.



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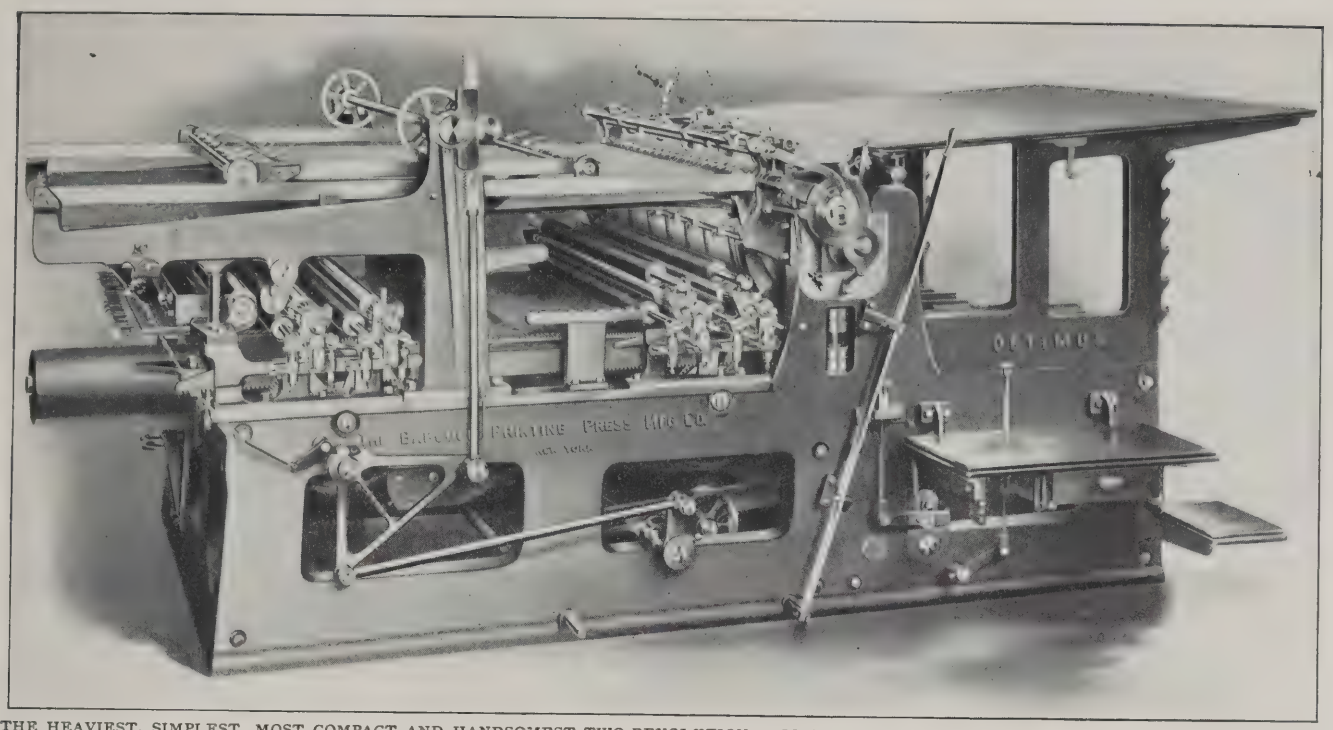
Cover and Book Papers

THE SEAL OF THE ADVERTISER'S APPROVAL
A SIGN OF SATISFACTION

Do you Appreciate Intelligent, Careful Co-operation and Prompt Service in your Catalogue Work, your Ad Designs, Half-tones and Engravings?
OF COURSE YOU DO!
THEN LET US HELP YOU.
Phone Nos., Randolph 747-748, Auto. 6940.

BUFFALO PRINTING INK WORKS

1543-1551 NIAGARA ST.
BUFFALO
N. Y.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City: Great Western Type Foundry, Omaha: Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington: The Barnhart Type Foundry Co., Dallas: E. C. Palmer & Co., Ltd., New Orleans: National Paper & Type Co., City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles: Pacific Printers Supply Company, Seattle: Pacific States Type Foundry, San Francisco.

The Babcock Optimus
The Babcock Optimus

We have just sold another Optimus press to the Government for use in "Spiggoty Land." It joins others already there.

Ten miles wide and forty long, "Spigotty Land" is interesting because the Government is building the Panama Canal through it.

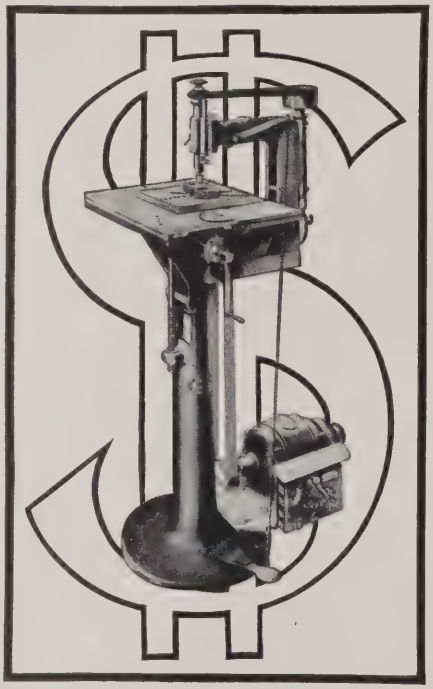
The greatest canal and the greatest two-revolution are working together for the benefit of the earth, the acceleration of communication, the convenience and betterment of man.

The Babcock Optimus

SET IN AUTHORS ROMAN.

Talks to Business-Like Printers

A PRINTER'S TOOL designed on lines suggested by the Practical Printer that will **Saw, Trim, Miter, Bevel, Drill, Route, Mortise,** inside and out, **Jig-saw, Grind** and **Plane Type-High**—every operation to **point measurement.**



Our Selling Method

LET us send you the machine for trial, and if it doesn't show you in 30 days that it is a worry-saver and a money-maker and worth keeping, send it back.

Talk No. 1---Utility and Accuracy

¶ The Miller Saw-Trimmer is *your* machine. You suggested it.

¶ As long as you have been in the printing business *you* have been wanting a tool that would do *accurately* twenty little things that had to be done *crudely* by hand, or with half a dozen clumsy and inaccurate tools.

¶ Right there, in those time-losing, *tinkering operations* is where you have lost money. You couldn't put them in your *estimates.* You couldn't *name* them if you tried. But they were there just the same when it came to the composition; and they *cut down* or *cut out* your profit.

¶ It's no use *telling* any more about it. It's a painful subject. But *you* and every *other* printer in the country have met the nightmare of whittling, sawing, trimming, plugging and pasting, and have prayed for deliverance.

¶ It is just that desire and *demand* of yours that has brought the Miller Saw-Trimmer into existence.

¶ We took our *cue* and got our *information* from *you,* practical printers of the country. We found out what *you* wanted.

¶ We found that *you all agreed* in demanding a tool that would combine the work of the rule and lead cutter, mitering machine, beveler and router and dispense with gimlets, chisels, saws and other make-shifts.

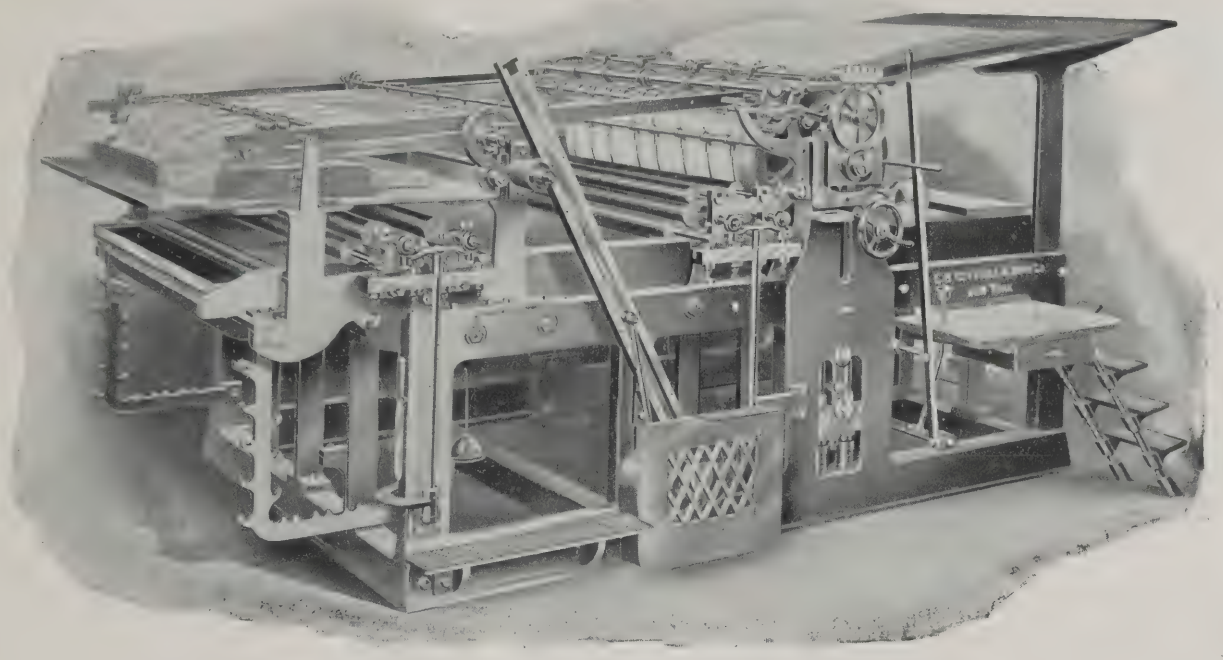
¶ At *your suggestion* we have made and perfected the tool that *absolutely* does away with *every* other cutting and trimming tool in the composing room, including the jack-knife in your pocket.

¶ And every operation is accomplished on the POINT MEASUREMENT BASIS WITH ABSOLUTE ACCURACY.

¶ You can scarcely estimate the saving of time such a tool will accomplish *right in your composing room.* Besides, it renders you *independent* of the *electrotyper* and *engraver,* enabling you to do a large amount of work which you now send out, and to do it with greater accuracy.

¶ A tool like that *ought* to interest you. You don't *need* to doubt that it *will* do what we claim. Try it *before buying* and let it *speak for itself.*

Miller Saw-Trimmer Co., Milwaukee, Wis.



THE COTTRELL

High-Speed Two-Revolution Press

The STANDARD Printing Machine of Printerdom.

This Press is famous for its

Convenience for the Printer
Economy in cost of Product
Capability and Rigidity

Because it is equipped with attachments that really enhance its usefulness.

Because of its Speed, Adaptability and Scientific construction.

Built for the finest quality of printing, especially process color work, it has always exceeded the expectations of the purchaser.

Steady, reliable and easy running, the COTTRELL PRESS is universally known as a profit making machine.

ITS DISTINCTIVE FEATURES ARE

- SPEED
- RIGIDITY under IMPRESSION
- CONVERTIBLE SHEET DELIVERY
- DISTRIBUTION
- ABSOLUTE REGISTER

C. B. COTTRELL & SONS COMPANY

MANUFACTURERS OF PRINTING PRESSES

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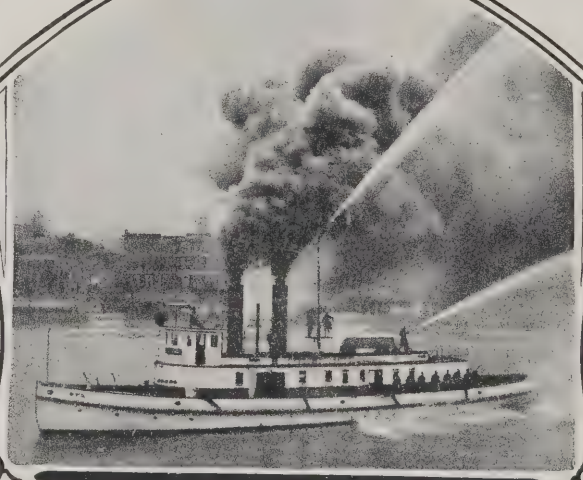
NEW YORK, N. Y.	WESTERLY, R. I.	CHICAGO, ILL.

HALF-TONE-ENGRAVERS
ZINC-ETCHERS
DESIGNERS
ELECTROTYPERS

The Sanders Company are specialists in making Engravings and Electrotypes for newspapers. We have been making Newspaper Engravings for a long time and improving the quality every year. It is easy to make claims, but if your next order is sent to Sanders we will prove that the quality of our work and prices will make you our patron ever after. If you would like to know more about our work write for specimen book and prices.

BRANCH OFFICES IN SEVEN CITIES



SANDERS
ENGRAVING CO.
221-223 OLIVE ST.
ST. LOUIS

UNIFORMLY EXCELLENT

ULLMAN'S INKS

DOUBLETONE INKS AND ULLMANINES

Have absolutely no faults.
They work well on any material,
Dry correctly, and give results
Which never fail to please.
They are made for any press—
Rotary, Cylinder or Job.
The printer who has neglected
To investigate and convince
Himself of their merits is behind
The progress of the age.

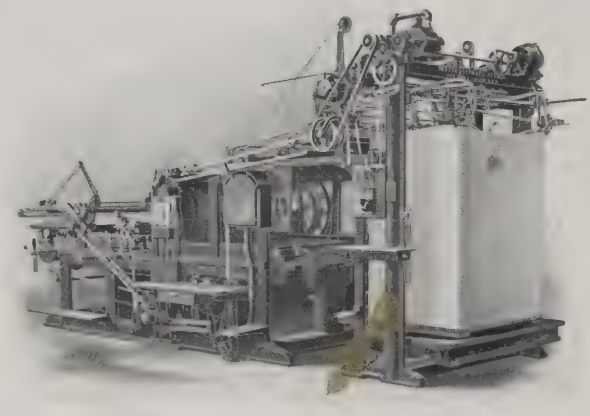
No American, German, French or English Manufacturer has so far succeeded in imitating our inks successfully.

SIGMUND ULLMAN CO

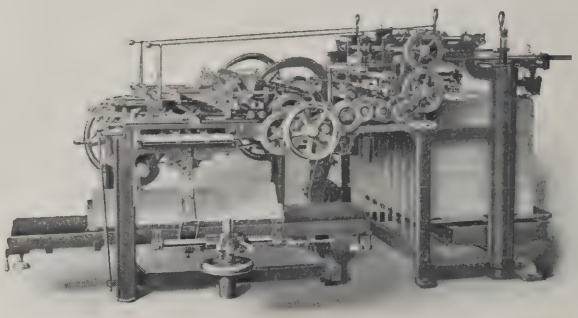
NEW YORK
CHICAGO
PHILADELPHIA

DEXTER

FOLDERS FEEDERS CUTTERS



THE DEXTER AUTOMATIC PRESS FEEDER

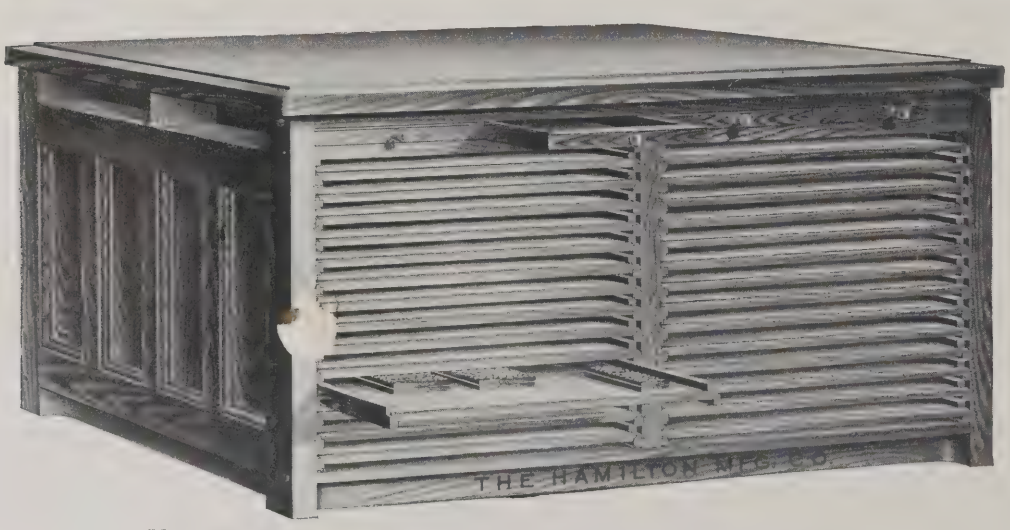


THE DEXTER DOUBLE 16 DROP ROLL FOLDER

Dexter Machines can be depended upon for greatest service

Factory
PEARL RIVER, N. Y.

DEXTER FOLDER CO.
NEW YORK CHICAGO BOSTON SAN FRANCISCO



THE UNIVERSAL IMPOSING STONE FRAME—Both Sides Alike

Frame, making 56 Letter Boards, providing 288 square feet of surface. ¶ All these Letter Boards are of selected hardwood, and are lipped at the front to receive the Galley. The Boards rest on heavy angle iron steel runs, and the construction is most substantial throughout.

DIMENSIONS:—Size of Stone, 48x72 ins. Occupies floor space 50½ x 74½ ins. Height from floor to top of Stone, 38 ins. Size of Letter Boards, 31⅞x23¼ ins. inside. Four drawers for metal furniture, size 12½x48¾x11 in. These drawers run through the Frame and can be pulled from either side. Weight, crated, without Stone, 1,000 lbs. Weight of Stone only 900 lbs. List price, complete, with Letter Boards and Stone, **$165.00**.

HAMILTON

concentration in modern printing office furniture means economy in the composing room. No proprietor can afford to ignore a saving of 25 to 50% in floor space and a further saving of 25% in labor. If your office is not fully equipped with modern furniture this saving in space, time and material is open to you. We are ready to show you how it can be done. Tell us your requirements.

THE UNIVERSAL STONE FRAME—
With Dustless Bottom

¶ There is an increasing demand for large compact Stone Frames, with an abundance of Letter Board surface. This Frame will meet the requirements for all around work. There are four tiers of Letter Boards, 14 boards in each tier, two tiers pulling from each side of the

A REMARKABLE ACHIEVEMENT

The complete order for the new equipment of the Phelps Publishing Company, of Springfield, Mass., consisting of 222 pieces of heavy furniture; making four carloads, or 69,040 lbs., has been supplied with every detail complete, every screw and nail in place. Each piece was special, both in construction and finish.

The Hamilton Mfg. Co., Two Rivers, Wisconsin:

GENTLEMEN:—We have received our four carloads of special composing-room furniture, comprising 222 separate articles. It all reached us in good condition, and IT IS NOT NECESSARY TO CALL YOUR ATTENTION TO ANY DEFECT IN ANY PIECE. We think we can honestly say that we have the finest layout for a composing-room in the world. Every piece of furniture is complete and finished in the most thorough manner. We all consider it the "parlor" of our eight-and-one-half-acre building. Yours very truly, THE PHELPS PUBLISHING COMPANY,
(Signed) FREDERICK G. SMITH,
Mechanical Superintendent.

CHICAGO, May 27, 1908.

The Hamilton Mfg. Co., Two Rivers, Wisconsin:

GENTLEMEN:—Last February we fitted our composing-room entirely with your modern printing-office furniture. We find that we made a great saving in space (fully 30 per cent), which means also a material saving in time by our men.

The appearance of a room with the new style furniture is very fine, and one gets a clear view of the whole floor, there being no high racks to cut off the light or obstruct the view. Very truly yours,
W. P. DUNN COMPANY,
By S. D. MCNEAL.

The Hamilton Manufacturing Company
Main Office and Factories: TWO RIVERS, WIS. **Eastern Office and Warehouses: RAHWAY, N. J.**

ALL PROMINENT DEALERS CARRY HAMILTON GOODS IN STOCK

A Valuable Line Gauge Mailed Free to Every Enquiring Printer

GRAY TINT, 4803. RED, 636. GOLD INK PALE, 4801. BLACK, 4845.

The Queen City Printing Ink Company

NATIONAL PRINTER JOURNALIST

A Journal for Printing and Allied Trades

Volume Twenty-six | Chicago, August, 1908 | Number Eight

A HOME TRADE AND CORRESPONDENT ISSUE.

IMPORTANT LESSONS AS TO PROMOTING LOCAL BUSINESS, AND INTERESTING, ENCOURAGING, INSTRUCTING AND ENTHUSING NEWSPAPER CORRESPONDENTS.

THE Jamestown, N. Y., *Evening Journal*, made its issue of July 15th a lucky or good fortune, popular and interesting number by telling, in three pages, of the "Energy, Enthusiasm and Industry; Enterprise, Hustle and Perseverance,"—under these words as headings across the tops of the pages—of "Jamestown's Business Men." There were sixty-eight separate articles, treating of different business men and firms, representatives of the city's energy and prosperity. The stories are of very nearly equal length. The accomplishing of this must have required a good deal of care and skill in writing, revising and pruning. There is a double column introduction to these series of articles with the following paragraphs set in twelve-point Antique capitals, as sub-headings:

Jamestown, a city of Modern ideas—splendid future in store for her—a brief and concise sketch of prominent merchants interested in the welfare and the forward movements of our growing city.

Written in a pleasing style to please our many readers—showing the enterprise of some of the men who made Jamestown what it is today.

Mercantile and manufacturing trade is something in which every wide-awake citizen should take the greatest pride, since it means much for the future welfare and prosperity of the community.

After enumerating the many branches of mercantile businesses represented, the *Journal* says, "The various interests are remarkable in their extent and variety. Every line is represented and that, too, in a full and creditable manner." If other newspaper publishers, in our enterprising cities, ranging in a population of 100,000 or so, like Jamestown, down even to 5,000 inhabitants, make a like thorough census of business houses, they will be surprised at the variety and extent of the different lines of merchandizing and manufacturing carried, and a careful enumeration and brief published description of these will prove profitable to the paper and of great interest and value to the citizens and of especial profit to the merchants. Such an enumeration and showing of the business establishments, affords the best grounds for urging the support of home merchants.

The *Journal* enforces the lesson of "trade at home," so vastly important to the success of local papers and the prosperity of a city, in a manner that might well be imitated, copied or quoted by every other home paper, and we guess that all newspapes are now home papers. We lived for years in a city of then some seven thousand inhabitants, Red Wing, Minn., afterwards for a short time in St. Paul with a then population of 140,000; then in Indianapolis, Ind., and then in Chicago, and for two years in New York City, and we have found, in every city, the newspapers working loyally for their home cities and showing the wisdom of trading at home and helping in every way to build up home merchants and manufacturers. In Red Wing, many people of means, were inclined to give a good deal of their custom to St. Paul or Minneapolis; at Indianapolis, patronage went to Chicago; in Chicago people were inclined to trade in New York, and in New York trade that belong at home went to London and Paris. Distance lends enchantment, and when this enchantment causes the people to go away from home for their goods, the advertising in home papers is injured, and there is, at the same time, a loss to the local merchants and a drainage out of the wealth that has been earned in the city where it can as well and ought to be expended.

The *Journal* says, what most newspapers can and should say repeatedly with regard to their own cities:

The residents of Jamestown can find no possible excuse for visiting other cities to buy goods, as the same opportunities exist here, and usually better prices can be made as the expense of conducing business here is merely trivial when compared to other sections. Another thing you should always keep in mind the fact that your property is wrapped up in the community in which you live so long as you live there, and that you cannot hope for better things from a man miles away. If you neglect to build up or assist in doing so, you have no reason to complain if prosperity smiles not on you. How essential, therefore, is it that you encourage every enterprise at your home to the end that local enterprises may be as prosperous as possible, for on the prosperity of local enterprises depends your success. We therefore point with pardonable pride to the galaxy of business firms represented in this issue.

* * *

This same July issue of the Jamestown, N. Y., *Journal* contained another article that is of educative value to newspaper publishers and correspondents. It is an account of the entertaining by the members of the Journal Printing Company, of the correspondents of the paper. Out of one hundred and five correspond-

ents in Western New York and Western Pennsylvania, seventy-five were present. Not only a pleasant time was enjoyed, but a cordial spirit of co-operation was encouraged, friendships formed, and much information of value to correspondents secured, in a meeting at which representatives of the paper gave suggestions and directions, and the correspondents interchanged views and experiences. Feeling that example teaches better than precept, and wanting to indicate something of the completeness of the plant of this splendid newspaper esablishment, we are induced to quote, more at length than had been first intended, from the very full and interesting account of the occasion, contained in the *Journal,* as follows:

Most of the visitors arrived during the morning and they spent some time in inspecting the new *Journal* building, seeing the different departments of the office and becoming acquainted with the *Journal* force and each other. It was a pleasure for the *Journal* management to escort its guests through the different departments of the admirably equipped office, including the engraving department on the top floor of the new building, where cuts are made for all kinds of illustrated printing; the composing-room where the type is set for the newspaper, and where the proofs are read and the forms made up for the *Evening Journal* and the *Thrice-a-Week Journal;* the job printing department where all kinds of job printing, book and poster printing is carried on; the editorial rooms; the business office, and last, but by no means least, the big press room in the basement, where the *Journals* are printed at the rate of 200 per minute. Here also is located the *Journal* power plant, with the big gas engine and the dynamo which produces electricity for operating the machinery of the plant and lighting the building.

Every department of the office was thrown open to our guests and the work of each department was explained as fully as time would permit, giving all an opportunity to briefly consider the intricacies and magnitude of a thoroughly equipped newspaper plant. The work of the typesetting machines, the making of halftone and line-drawing cuts, the operation of the job printing presses, the stereotyping of the forms, and similar work was as novel as it was entertaining and instructive. Unfortunately the big newspaper press was not in operation at the time of the visit and that interesting part of the work of the newspaper office could not be seen.

Shortly before 12 o'clock, noon, the entire party met in the parlors of the Humphrey house. Here a short formal session was held, C. B. Perrin of Centralia being chosen chairman and Guy L. Mills of Mayville, secretary of the gathering.

Frederic P. Hall, president of the Journal Printing Company, gave a brief address of welcome, thanking the visitors for taking the time at a busy season of the year to come to Jamestown for such a reunion. He expressed the pleasure the *Journal* company took in entertaining those who have done so much toward making the *Journal* the strong local newspaper that it has always been, and gave due credit to the faithful and intelligent work of the correspondents in accomplishing that end.

James A. Clary, managing editor of the *Journal,* spoke upon the work of the newspaper reporter and correspondent, emphasizing the supreme importance of accuracy in newspaper work, and making some suggestions as to what was not of importance in the way of news matter for the paper.

Clifton N. Hildum, who handles the vicinity correspondence in the *Journal* office, and who comes more closely in touch with the work of the correspondents than any one else, spoke at some length, taking for his subject, "Some Don'ts for Newspaper Correspondents." He talked instructively and entertainingly of the work of the correspondents and told of many things that correspondents should avoid when they write for the press.

C. B. Perrin, who has been correspondent for the *Journal* from Centralia, in the town of Stockton, for more than thirty years, spoke of the work of the correspondents from the correspondent's viewpoint. Mr. Perrin justly considered the correspondent's work one of historic interest to the community in which he lives. He has kept clippings of his letters to the *Journal* during these thirty years, and in scrap-book form they make a compact history of Centralia and vicinity during this period and the book is regarded as a mine of information to the people of his neighborhood.

Guy L. Mills, the *Journal's* correspondent from the county seat for the past decade, spoke of his work; called attention to the importance of the use of the telephone in cases of news of special moment, even if there should be danger at times of over-reaching into another correspondent's territory. He stated, very truly, that the *Journal* would rather receive the same news, if it were of importance, from a half dozen different sources, than not to receive it at all.

D. K. Falvay of Westfield spoke of the pleasure he had always received not only in writing for the *Journal,* but in careful reading of the paper. He felt that he could always depend upon the truth of any statements that he saw there. He was particularly interested in grape culture and his work for the *Journal* was quite largely along that line. He pointed out the fact that correspondents might more frequently report the condition of crops, prevailing prices on local products, etc,, for the interest and profit of readers.

Mrs. P. M. Elmer of Stockton, a *Journal* correspondent for about twenty years, spoke interestingly of her work during that period. One of the annoying experiences she had felt was the danger of encroaching upon the territory of some other correspondent. She said there were at least six *Journal* correspondents in the various villages of the town of Stockton, and that she sometimes failed to send a special news item thinking that it would be covered by one of the other correspondents, when evidently they had overlooked it or depended upon her to give the news.

Immediately following the dinner two special street cars, which were in waiting in front of the Humphrey house were boarded and the visitors quickly conveyed to Celoron, where they made a happy theater party. Every one of the eighteen boxes in the theater was set aside for the party and they were just sufficient to accommodate the company.

All this suggests the value of the following: a complete, up-to-date equipment, of which you can be proud and which will interest and inspire the confidence and respect of all connected, directly and remotely, with the paper, and induce them to advertise the same with legitimate pride; the bringing of all workers or contributors to the paper into a close relationship with the establishment and let them understand fully the facilities possessed; direct association with correspondents and the giving of views and directions, and the reasons therefor, in person rather than entirely through letters or circulars; the exchange of views by correspondents and the fostering of friendships among them and awakening a deeper interest in and a genuine friendliness for the paper.

We have also been impressed with the thought of the unity of feeling and kindly interest and understanding that must be fostered between the different communities served by a paper through the writings and reports of these numerous correspondents, mutually acquainted and friendly and working with a common interest by approved and well understood methods, through the paper, for the correctly informing and entertaining all its readers, and, lastly, with the historic importance of those reports, if carefully preserved, to the several communities served. The method of C. B. Perrin, who has been a correspondent of the *Journal,* for thirty years, of keeping clippings of letters in a scrap-book, should be recommended to all correspondents. Such a volume would be, in after years, of incalculable value in a neighborhood library. The influence for good over others, especially those new in the work, of meeting and listening to such correspondents as Mr. Perrin, Guy L. Mills, D. K. Falvay and Mrs. P. M. Elmer, can scarcely be estimated. Their talks and their examples give not only instruction but a higher appreciation of the work and a needed inspiration.

Mr. F. P. Hall evidently understands how to conduct a newspaper and printing office. The members of the National Editorial Association are to be congratulated over the fact that he has promised, with that other successful New York newspaper publisher, G. S. Griswold, of the *Daily News, Batavia,* to give a talk at St. Paul on "Successful Methods for Conducting an Evening Daily."

HOW TO HELP LOCAL IMPROVEMENT

MECHANICAL EXCELLENCE IMPORTANT, BUT UTILITY ESSENTIAL.

AS to best mechanical production and methods, and business management, the NATIONAL PRINTER-JOURNALIST has never failed in thorough treatment and consideration as to principles, illustrated by examples, with criticisms and reviews. Proper mechanical execution and thorough, systematic management, together with judicious and effective advertising, are needed for the drawing and holding of business and for securing proper and adequate returns therefrom.

* * *

A newspaper can never be too well arranged or too handsome, as a piece of printing; can never be too carefully, artistically or perfectly produced. Its appearance gives character to its contents and adds inducements and pleasure to its perusal.

* * *

Every piece or job of printing should have all the finished, artistic beauty in construction, balance and harmony allowed by the nature of the work and consistent with the purposes for which it is designed to be used.

* * *

The value of art in printing of every kind, has come to be pretty generally recognized. Art not only commands attention and gives pleasure, but prepares the mind favorably for the receiving of desired impressions. The wise users of printed matter, including the publishers of books, papers, magazines and other periodicals are, as a rule, now willing, as never before, to pay the necessary cost.

* * *

System and correct principles of management, from advertising for and soliciting of business to collecting the pay, have come to be understood as demanded for any worthy success.

* * *

The heads and managers of all up-to-date establishments are on the alert for the obtaining of all possible information as to mechanical production, advertising and business management. Hence we give much space to these subjects as illustrated in our departments and the examples given from month to month as shown in an article this month, under the caption, "Where Publications Are Made by the Wholesale."

* * *

Still, back of all, and more essential than all else, is the utility of the product. This is especially true of the home newspaper. It should not only be perfect mechanically and entertaining in its news and miscellany, but useful to its city or community in information, adapted to local conditions, in its suggestions, inspiring enthusiasm, and discreet, helpful leadership.

* * *

It is wonderful, how wide and varied is the field and are the opportunities, for usefulness, now open, in every community, city or state, of an up-to-date, wisely conducted newspaper.

* * *

Special efforts, from time to time, to attract attention and to enlist interest and co-operation are necessary and there must be a systematic, earnest, persistent and consistent "follow-up" from day to day, or week to week.

* * *

Opportunity for constant, special, useful service is the glory of the modern newspaper press and when fully improved makes the editor more important and valuable in his day and generation, than can possibly be the member of any other calling, or the holder of the highest office in the government.

* * *

The opportunity for service, properly improved, is the longest and strongest arm of the press with which to reach out for, gather in and hold permanent appreciation and a priceless patronage, gladly bestowed.

* * *

Last month we referred, briefly, to "The Civic Improvement Working Fund Edition" of the Waterloo, Iowa, *Daily Reporter*, with a promise of a return to the same again this month. We do not know how much this particular issue added to the "Fund," but we are sure that the vast fund of facts and suggestions, it contained, will repay to the city a hundredfold of all the cost. We believe, that, in the end, the publishers will realize, aside from all the good that will result to the city, full compensation for the extra work and expenditure.

* * *

As was noted last month, the model city improvement issue of the *Reporter* was gotten out by, and under the management and auspices of, the members of the "Civic Department of the Ladies' Literary Society," that has for its purpose, "to better local conditions and to contribute to the welfare of the local community." Such, likewise, should be the worthy purpose of every home newspaper, not only from the high ideal of service to the community, from the members of which, as subscribers and advertisers, it receives its support, nor alone for the reason that what benefits the community helps the paper, but inasmuch as such service is profitable in adding to the goodwill of the paper, that is a real money asset, adding to the newspaper's permanent popularity and bringing increased business.

* * *

We wish to gather from this edition of the *Reporter* and give in these pages, such facts, hints and suggestions as may be of practical value to other newspaper makers.

* * *

WASTE PLACES.

Every city and every country side has its waste and unsightly places that are eyesores in the scenery, often the nurturing places of noxious weeds, and the breeders of miasma and insects, that might well be made useful and bright, if not beautiful. It is for the home press to point out these and show the way for profitable use, improvement or beautifying.

* * *

It is well to remember, too, that the surroundings of a community have a decided influence on character. Slovenliness in streets, alleys and "waste places," have a tendency toward causing similar conditions in the homes and lives of the people. If cleanliness, brightness and beauty are next to Godliness, unsightliness and filth are akin to vice and all wickedness.

"Waste places" are not only an economic waste, often contributing to ill health, but are most undesirable advertisements for a community and indirectly not only advertise but promote shiftlessness and even affect, unfavorably, the subscription list and advertising patronage of the newspaper as well as all other business.

* * *

Brightness and pleasant, thrifty-appearing conditions make people more hopeful and cheerful and help in all lines of effort, and the working for the promotion of these by a newspaper brings goodwill and increased patronage.

* * *

In this uplifting edition of the Waterloo *Reporter*—that works for better things to report—the first article to gain our pleased attention is entitled, "Waste Places—There should be None." It is contributed by Mrs. Clarence M. Downs, who has shown commendable industry in finding out how other cities have solved the problems involved. Showing that a general cleaning up is a first essential, she tells how Minneapolis instituted a cleaning day:

By means of the newspapers, [the newspapers must ever come first in such movements—Ed.] by circular letters, Sunday gatherings, the news had been spread, that Minneapolis was to have a children's city cleaning contest, and two hundred and sixty prizes were placed on exhibition in different parts of the city. The children were enthusiastic and eager for the day to come.

Each ward was divided into four sections, and placed in charge of civic workers, who took the name of each contestant, and gave credit for the number of bushels deposited. All classes of children worked with a will, bearing baskets, old sacks, hods, trundling wheelbarrows and even driving with horse and wagon. Every receptacle was filled with waste paper, old tin cans, battered placards, everything in fact, garbage excepted, which goes to make a city's streets, alleys, yards and vacant lots unsightly.

One enterprising youngster pushed a wheelbarrow before him, and pulled after him a cart, which was attached to his suspenders. The champion worker of the day had to his credit more than one hundred bushels of rubbish, and the youngest worker was a little miss of five, who carried off one of the prizes.

A VARIETY OF PRIZES.

Fishing outfits, jack-knives, parasols, croquet sets, tennis racquets and flags were borne away in triumph by the successful contestants.

The older residents were amazed and learned a valuable lesson as well as the children. Thirty thousand bushels were deposited in the dumping grounds that day. Perhaps, if a proportionate number of bushels were deposited in our own dumping grounds they would prove a strong argument as to the need of a crematory.

* * *

The object lesson as to cleanliness, as well as to how direful, in the aggregate, to a city's condition, are the carelessness, untidiness and shiftlessness of the many, was worth the effort in itself besides the great, direct benefit. Minneapolis is a model city and has won a most enviable reputation. We remember, that twenty-five years ago, there existed, in Minneapolis, neighborhood co-operative improvement societies, that accomplished a great deal by very small outlay of each member. The organizer of one of these, J. Newton Nind, is now a leading publisher in Chicago.

This lady gives another plan used in Waterloo, that originated with a kind-hearted family physician. These sympathetic, home doctors are always noted for their broad sympathies, quiet charities and unheralded works for the people. God bless them! They should be cultivated by, and made the closest friends of, the home newspapers. From them much can be obtained as to the needs of the community and the remedial ills that everywhere exist. This plan was to add utility and helpfulness to the work of doing away with the "waste places." The owners of vacant property were interviewed and the rental of a number of lots secured at low figures and these were let to poor and thrifty people for garden plats. Those in moderate circumstances were helped by the vegetables raised and the healthfulness and happiness of their families improved, and some of the property owners were much gratified and benefited by their share of vegetables received in payment for the use of the otherwise unproductive and unsightly land. All that was required in many instances was that the lots should be left in good condition, and here the idea of keeping the city beautiful entered, and the lots were cleared, at the end of the harvest, of all refuse of the garden, such as dead vines, stalks of corn, cabbage, etc., the land leveled and then seeded, that the following spring might find a neat lot and a new growth of green sward in place of weeds which had held sway in former years. Here the lady adds that which doubtless will prove valuable to our editor friends in making practical suggestions:

The next question is, with what to seed these vacant lots. Omaha plants alfalfa in her vacant spaces, and so might we; but the majority felt that grass seed would prove most satisfactory and permanent. As to the question of price, I find that one acre and a quarter can be seeded for 75 cents and that blue grass with a littered top is considered best. The club might require a small deposit from each planter, to cover the expense of clearing and seeding, which could be returned in the fall, when the grower had fulfilled his obligations.

SCHOOL GARDENS.

Here the good lady touched on that which is dear to our heart, from our effort in the same direction in Evanston, Ill., but which proved a failure, after the first year, in part on account of the opposition of some old fogy, and those whom he influenced, who had money but neither sentiment or broad business sense (for he owned much real property that would have been indirectly benefited) and in part on account of our necessary absence from home, cultivating our large editor-garden throughout the United States. Had we been running a local paper instead of the National Printer-Journalist, the result would have been different or there would have been a hot time in that old town. The plan is for "School Gardens," and Mrs. Downs says:

The question of school gardens and playgrounds has been discussed by the civic department, and teachers and superintendents of our schools and the opinion was universally expressed that our present school grounds were far too small to permit of much improvement. But this need not deter us while there are vacant lots going to waste in the vicinity of many of our schools.

A member of this body living near these schools told us of the many calls each day, at her door, when little children would beg for a flower—and of the startling mortality of grandmothers. Do you know this seems right pitiful to me—that little children should have to beg and learn to lie, for a flower.

We have all the sunshine and good air that God can give, we have good soil going to waste, we have the children, with the love and longing for the beautiful in their hearts; we can have the seeds for almost nothing and our Waterloo children, our coming citizens, to whom we look for the consummation of our plans for a "City Beautiful," are learning to beg, to lie, and even to steal flowers.

CIVIC CLUB CAN AMEND.

There is something radically wrong—I believe that the women of the Civic Club can, in a great measure, correct this, and supply a great want in the lives of many children, by establishing school gardens.

Beauty is good for the child as well as for the city. The advantage appears in the beautifying of the street, and of a bit of neglected property—but even more is its educational effect upon the children.

Froebel has said that the fairest and most instructive manifestation of child life is love of gardening.

Cherish, nurture, care for these! are the watchwords he has sounded for the child whom we would endow with courage and constancy.

I have been offered a triangular block near the McKinley School for this purpose and, no doubt, a little effort on our part would procure lots in the vicinity of nearly every school building.

ALWAYS SOME BENEFIT.

Robison says that "it is not too much to say, perhaps, that there is no city in the United States which has a woman's civic club, which does not have something to show, as a children's school garden or a playground." (Of course he wrote that came into existence.)

And these children's gardens and playgrounds need not be confined to the schools. Have you a number of restless children on your block? Do they trample your lawns and despoil your grounds? Are they sometimes noisy and quarrelsome? Have you a vacant lot near by? Could you not become a neighborhood mother and plan a playground, sand pit or garden? Don't you believe you could interest your neighbors? It is my sincere belief that one neighborhood mother with a genuine love for children, who can understand and sympathize with their pleasures and their woes, can do more for the moral and æsthetic improvement of the community than three policemen.

HOME-GARDEN-IMPROVEMENT GLORIOUSLY CONTAGIOUS.

The home gardens naturally follow the school garden. If we have beautiful, well-arranged, well-kept school buildings, grounds and gardens, with proper and enthusiastic instructors, we will soon have a great increase in the same kinds of homes. We are making these quotations larger and more numerous than we had expected and will be compelled to make this a continued story, for there are a score of subjects treated of in the paper under review, in a way to be helpful to all live editors of home papers. We write only for live editors or those who can be made alive. The man, who is without lively sympathies and a genuine love for his people, is not worthy of this calling with its glorious opportunities, and resulting obligations. The man who cannot be aroused by these should count himself unfit. Here is the plan of this good lady of Waterloo and it ought to be reprinted in every newspaper in the United States, and then be followed every day or week of the year, by suggestions, plans and admonitions:

GIVE CHILDREN A GARDEN.

Yet the child's interest in gardening should not be confined entirely to these spaces, but should be encouraged by example at home, where he should have a share of his parents' garden—a plot of his own. It should be his gymnasium, his laboratory, his studio, his sanctum. He should be able to see it under all conditions—sunrise and sunset, daylight and starlight, rainfall and sunshine. His very own, and still a part of the home. And this brings me to the last division of the waste places of our city, the home surroundings, the back yards.

She called for the city beautiful,
  She called for it day by day;
She wanted a city where noise was not,
  Where the spirit of Art should sway.
She wanted a city that should be fair,
  Where filth might never be seen,
And forgot, in spite of the zeal she had,
  To keep her back yard clean.

I have purposely left this subject of back yards until the last, not because it is less important but because it is most important. The home is the unit and foundation of society, where the education of each individual should be firmly planted. And the environment, the setting of that home, has a lasting and character-forming effect, not only upon you and your family, but upon the community.

HOW ONE WOMAN SUCCEEDED.

This is the record of the work of one woman in a city flat neighborhood in Chicago:

The "Place," as it was elegantly called, was a typical city block in a good residence section, lined on either side with fine three-story, stone front buildings, asphalt street and curbing, cement walks and a neat grass plot between walk and house—but the back! Well, it was the old story of a Queen Anne front and Mary Ann back. The twenty or twenty-five foot back yard was surrounded by the skeleton of a fence, the boards of which had long since kindled the fires of former tenants. The ground was tramped as hard as a clay floor can be made, and it sloped towards the center, forming a nice little, muddy pond, after each rain, which was an irresistable temptation to the small boys.

But this woman, with a natural love for "green things growing," after hearing a lecture in a near-by school, just such a lecture as we shall hear by Prof. McBride, was determined to "do things."

She tied the baby in his go-cart, in a sunny corner of the yard, and promised them flowers if they would help clean the yard. She brought the coal fork from the cellar and began to dig.

The neighbors came out and wondered, and declared nothing would grow there. The owner called and looked dubiously on the proceedings—feared the ground was "sour" or "dead," as nothing had ever grown there in the twelve years he had owned the flats.

Permission was asked of the owner of the bursting, overflowing manure box across the alley, to use its contents, and the now thoroughly interested small boys of the neighborhood hauled it into the yard, in soap box wagons, and what had been the greatest menace became a decided good.

INSPIRED ANOTHER.

And the owner of the box took advantage of its being empty and repaired it, incidentally doing some missionary work on the alley, while he was about it, and interested, and a small tree was purchased and planted in the center of the plot. After the tree planting and this wise neighborhood mother let each child sprinkle a few handfuls of seed, and every child who took a part in that grass planting was made to feel that he or she had an interest in the yard and there was no need of policemen or barbed wire to keep them off the newly-planted earth. The space near the relic of the fence was planted to vines and flowers, with a narrow path between bed and lawn.

To conclude, the grass grew and the owner became so interested that he repaired the garbage-boxes, painted the back porches and put wire netting on the fence, that the vines might climb, and the yard have necessary protection.

AFFECTED WHOLE NEIGHBORHOOD.

The neighbors insisted the following rental day that their landlords do the same, and they were so encouraged with the improvement that they began to clean out their cellars, back yards and alley. The city sent an extra wagon around to cart away the rubbish.

The flower seeds came up as briskly as the grass and when the seedlings were ready for transplanting the neighborhood mother shared with the children and such a digging and making of flower beds as followed.

I had watched this effort with considerable interest, and two years later, when I was in Chicago, paid a visit to this block, that I might see the result of these interesting beginnings I started down the alley (I haven't mentioned the alley) and it was as clean as an unpaved alley can possibly be. Some parts were swept. Clumps of tall hollyhocks and sunflowers, screened the necessary garbage cans. The one remaining shed was almost hidden by giant bronze-leaved castor beans which formed an excellent background for the dusky-leaved cannas and their brilliant blossoms. The clothes poles at each corner of the yards were veritable May poles, and a wealth of vines, plants and bright blossoms covered the neat wire fences and bordered the small grass plots.

TURNED INTO PLEASURE SPOTS.

A group of happy children were playing house behind the vines on a shaded porch and a youthful hostess was giving a tea party on a lawn farther up the block, in a yard where two years before a half-rotten lumber pile, cart wheels, wagon boxes, horse shoes and rubbish had made a playground impossible.

Upon inquiry I found that the people had improved as much as the yards. The children had always played in the streets before and this change to their own back yards where their mothers could see and hear them had wrought wonders, and the class of people had improved, for wherever a flat was empty it was found easy to get five dollars a month more, "because the flat had such a nice yard," one owner told me.

And this was the work of one woman. We women of Waterloo have no such difficulties to surmount. Many of you have lawns and gardens in a beautiful condition. But there are many, many more who can begin at once on their

own back yards. There is no reason why Waterloo should not be known throughout the land as the "City Beautiful." A little time, a little money and considerable energy and enthusiasm will accomplish it.

The time, money and energy expended upon the improvement of the grounds of the factories of the N. C. R. company of Dayton, Ohio, and on its boys' garden and the homes of its employes has been one of the most gigantic pieces of advertising of the decade. No amount of money spent for billboards, had they reached from Maine to Caliofornia, would have brought the returns or permanent good to the business which this movement has brought. Let us hope that some of our home merchants and manufacturers will profit by this lesson in high-class, altruistic advertising from which the cash register company has reaped such rich rewards.

The great threatening ill of this Nation is the lack of training of the children in useful, creative work, in the real purposefulness of life, and the joys to come therefrom. Wealth, position and office-holding are cast into golden calves as gods for worship by weak Aarons in the pulpits and out of the pulpits. Examples and teachings lead our youths to seek riches as the chief good without any thought of the glorious pleasures of useful work for work's sake and the blessings that it creates. What a man is, counts too little and worthiness of motive and accomplishment frequently do not count at all. We are becoming a nation of greedy robbers, pouncing upon and devouring wherever the opportunity is found. We are reaping what has been sown, but it is grand to know that there are many thousands of noble-minded men and women, all over this land that have not bowed the knee to the Baals of greed and place. There is, too, a mighty revival of the higher ideals and of noble purposes. All through the land, in home life as well as in business, and politics, there is a widening awakening for the good, the true, and the beautiful as cardinal principals of action, as well as of humanity and a square deal. It is high time. May an intelligent press as well as our good women, and improvement organizations of all kinds, unite in the deepening and broadening the new life, else this proud Nation will go down in anarchy caused by the killing out of all that stirs human hearts to noble lives.

We have naught to say against manly games and athletics, but the best and most healthful athletics or physical training is found in work that has useful or worthy accomplishment in view. The excitement of interest in games, that have no end, aside from the physical exercise, except the winning over others, is not the best means for successful, happy living. Comparatively few reap the benefit of the physical training and it is feared that, with these, the excitement of contest tends to make stale the busy, every-day but necessary pursuits of life. The cultivation of the desire for and pleasure in creative, useful accomplishment, with the artistic spirit and love, is the great need, and if this can be done while beautifying and rendering more beautiful the city and home, a double good is accomplished. Yea, much more, for the youth are taught home and city love and pride, and trained to become patriotic as well as better and more useful citizens. (To be continued.)

PAST PRESIDENTS HEARD FROM

Mr. B. B. Herbert, Chicago, Ill.

Dear Mr. Herbert:—I shall be glad to entertain the past-presidents at a dinner in my home while they are here, but we will leave the exact date open until they arrive, so that the matter can be adjusted with the least possible interference with the other part of the program.

Yours truly, P. V. Collins.

THE SECOND AUDITOR OF THE U. S. NAVY WILL BE IN ST. PAUL, IF POSSIBLE.

Treasury Department, Office of Auditor for the Navy Departmnt.

Washington, D. C., July 9, 1908.

My Dear Mr. Herbert:—In answer to your welcome note of recent date, would say, I will be with you in St. Paul next month, if possible. I think it a fine idea to have a reunion of the past-presidents and I will try to attend that feature if no other. You and your journal have done great things for the editors of the land, and in this present endeavor, I trust you will be crowned with success.

Yours truly, B. J. Price.

National Printer-Journalist, Chicago.

We beg to inform you that Col. C. H. Jones is in Europe—has been there since last February a year ago and will be there for some months to come. He certainly will not be in the United States during August.

Lockwood Trade Journal Co.

THE DEAN OF THE UNIVERSITY OF MISSOURI, DEPARTMENT OF JOURNALISM, WILL BE PRESENT.

Columbia, Mo., July 7, 1908.

Col. B. B. Herbert, Chicago, Ill.

Dear Col. Herbert:—I have your good letter of July 2nd. It is my present expectation to attend the meeting of the National Editorial Association at St. Paul and I hope you will arrange to have a reunion of the past-presidents. Count on me for my share of any expenses incurred in arranging for such a reunion and particularly my share of any lunch that may be planned to have for the aforesaid reunion.

With personal regards,

Sincerely your friend, Walter Williams.

PRESIDENT HON. JOHN DYMOND COMING.

New Orleans, La., U. S. A., July 8, 1908.

B. B. Herbert, Esq., West Ravenswood Park, Chicago, Ill.

Dear. Mr. Herbert:—Your valued favor of July 2, came duly to hand.

We are running along all well and shall be delighted to see you in St. Paul and also to have a reunion of the past-presidents as you suggest.

Miss Florence joins with me in kind regards to your wife and self. Yours truly, John Dymond.

IS TRYING TO PLAY HE IS OLD AND SPOOKY.

Mansfield, Ohio, July 6, 1908.

Hon. B. B. Herbert, Chicago, Ill.

My Dear Mr. Herbert:—Your letter of the 2nd is to hand, advising that a reunion of past-presidents has been suggested.

My inclination and desire is to attend, but I am "spooky" on the hot weather, so that at present I have not definitely concluded whether to venture on the trip or not. My inclination and preference is to go to Put-in-Bay or Mackinaw Island the latter part of July and all of August and lay in a hammock in the shade, and occasionally a dip into the water.

If I do not attend, I shall of course regret the pleasant associations and all that it implies. With best wishes,

Yours very truly, W. S. Cappeller.

[We venture the prophecy that Capt. Cappeller will be on hand. He can come nearly the whole distance by water and swing in a hammock. He will get thoroughly cooled off on Lake Superior and we have seen frost in August in Minnesota.—Editor.]

DAILY PRESS ASSOCIATIONS

AN increasing number of organizations of daily papers in the different States are showing great usefulness along practical lines.

We had the pleasure of attending a meeting of the New York Daily Association, presided over by President F. P. Hall, of Jamestown, N. Y., at Niagara Falls, June 25. There were no formal papers, but half a score of subjects were discussed informally and in a conversational manner. The handling of legal advertising, the charges made therefore, the rate allowed by law and matters that are legally required to be published, brought out many facts and ideas of profit to the members. The printing presses now on the market and their adaptability for the different papers and the mistakes made in operating, the best methods, etc., etc., came up for full statements and consideration, and so on, with the other practical subjects. It seemed to be in the nature of a semi-executive session and, though deeply interested, we did not take notes. The Ohio Associated Dailies and the Minnesota Daily Press Association have been conducted along similar lines, for several years, and the latter organization co-operates in the matter of advertising and has a special agent, whose work has been satisfactory and profitable to the members. Missouri organized a daily press association at Excelsior Springs in May and Illinois has a vigorous association of dailies that has been in existence for three years. There are others that we do not now recall, but the oldest organization, of the kind, is the Inland Daily Press that meets quarterly in Chicago, of which Will Curtis of Kewanee, Ill., is now president.

Its membership comes from the States of Illinois, Minnesota, Kentucky, Wisconsin, Michigan, Iowa and Indiana.

Its last meeting, held in Chicago, June 30th, proved of equal interest to those that have been held regularly for the past eighteen years.

A number of topics were considered and the following from an outline of the proceedings and discussions, by the efficient secretary, Will V. Tufford, Clinton, Iowa, will prove of interest and profit to all newspaper-makers:

"ARE VOTING CONTESTS PROFITABLE?"

W. Bent Wilson, who had been assigned to the subject, had not prepared a paper, but with a mind stored with facts fresh from a very successful contest, educated the members present for a half hour.

He said the contest of the Lafayette *Journal* had been quite successful, and that his firm had entered into it to make it so, offering none but fine premiums, and giving more than advertised.

They had given an auto that had cost them net $658; nine diamond rings at $15 each; two fine pianos, and had paid the goodly portion of a third piano because a lady had worked hard for one, had turned in $800 on subscriptions, but haid failed by a small amount to get a premium so they had assisted her in buying one; had given ten guaranteed watches at a cost of $11.25 each; making a total cash for premiums of $1,523.50; they had hired a man to stir things, had a stenographer at $69; paid postage $24.50; cuts for advertising, $66.30; supper and cigars for judges of the contest, $24.40; printing, $75; making an addition to the cost of $279, or a total of $1,602.70, in addition to the percentage given the firm for conducting the campaign, which had amounted to about $1,300.

The results had not been as good in the city as they had desired, they increasing the lists only 413 new subscribers, but they had gotten over 600 new ones in the country, collecting in new subscriptions $3,902.02, and had collected on old subscribers arrearages and advance a net total of $6,209.02. The new subscriptions were paid ahead an average of seven and a half months and no subscription was paid ahead less than three months. He added that if every new subscriber secured would quit when the time had expired they would still be a few hundred dollars ahead on the deal, besides having secured collections on the present list cheaply, and then would have the increased rates charged for advertising as a profit, which, if the advertising of the coming year would equal in quantity that of the past he would have over $4,000 to the good on that item alone.

He said the contests urged by the friends of rival contestants had become almost unfriendly in some cases, but he hoped time would dispel all enmity.

He thought as a whole the contest was very successful, even if the agency contracted with to superintend it had netted for themselves $1,300 in seven weeks.

The paid advance subscriptions now made his mailing list a liability on his balance sheet of some three thousand.

When questioned by the members he cautioned absolute honesty on the part of the office force; gave half as many votes for collections as for new subscriptions; also answering minor questions.

THE PAPER QUESTION.

"Could not a single individual or small committee elected by the association, or appointed by the president, better conduct negotiations leading up to contracts for materials used by the members of the association, rather than the Executive Committee, to whom such matters have been referred in the past?"

A. W. Glessner, of the Galena *Gazette*, had been assigned to this subject.

He spoke briefly but pointedly in favor of the small committee, giving convincing argument.

Mr. Sherman, chairman of the Executive Committee for this year, also endorsed the smaller committee, and said in fact he had done all of the work of this year, up to the time of the session, when several of the members of the committee had met with him and assisted after the bids had been secured.

He said it was difficult to get bidders interested because the members of the association were not bound by the agreement of the committee to buy even if bids were accepted, which made the question always problematical with the bidder.

DELIVERY OF PAPERS.

"What is the Best Method of Facilitating the Delivery of Papers by Carriers?"

The above subject had been assigned to C. L. Miller of the Cedar Rapids *Gazette*, who responded with the following paper:

"Mr. President and Gentlemen of the Inland Daily Press Association:

"At the solicitation of your secretary, recently, the *Gazette* suggested as a subject for discussion at this meeting, 'What is the Best Method of Facilitating the Delivery of Papers by Carriers?' expecting to receive some light on this subpect, instead of being asked, Yankee fashion, to tell what we know.

"Certainly no up-to-date newspaper publisher minimizes the value of quick delivery. Newspaper readers like the news hot off the bat; and it often seems as though those living farthest from the office expect to receive their papers the earliest.

"It has been our experience that nothing in the business is more annoying than careless delivery, although we have been wonderfully fortunate, it seems to us, in getting reliable carriers. Still, boys are boys, and to get the best work out of them a newspaper publisher must plan for their encouragement.

"The first essential in quick delivery is a competent man in the mailing room—a poor man is dear at any price. The mailing clerk ought to have full sway in his department, and

be held responsible. He should exercise good judgment in the laying out of his routes, be careful in the selection of his boys, stern but not unbending in his discipline.

"The plan of the *Gazette's* mailing clerk is to lay out the down town or business district into routes having from 100 to 110 patrons; and the first carriers to leave when the press starts on the city edition are those covering this district. This is good policy. These subscribers are, for the most part, your advertisers, and they want to see the paper as early as possible. We have fifty carriers, carrying an average of 100 papers each. Routes in the residence sections are arranged, as far as it can possibly be done, in such a manner that a boy finishes at the extreme end, avoiding all 'doubling back,' for, if a carrier goes past a certain number on one street and then doubles back past the corresponding number on a parallel street or avenue, there is trouble right there. These carriers are sent out immediately after those in the business section.

"The *Gazette* pays its carriers $5 per month. All complaints of a meritorious nature filed against a carrier during the month are charged against his record and he is docked 10c. on each charge. All fines are held in a separate fund, and at the end of the month, the amount so deducted from careless carriers is divided pro rata between those carriers who have a perfect record for the month.

"We endeavor to use the best judgment in assessing fines, and never penalize a boy except for negligence or repeated disobedience of orders—such as orders relating to the place or box in which a paper shall be left. This plan seems to give good satisfaction to the boys, and it is seldom that the careful ones have more than 15c. or 20c. a piece premium out of the fund in any month.

"The *Gazette* tried another plan that gave excellent results, but proved very expensive. We offered an annual bonus of $10 to every boy who had a perfect record for that period; $7.50 for those having only one complaint; $5 for two; $3 for three, $2 for four; $1 for five.

"Three boys received $10 each; three $7.50; three, $5, in all $110, and we concluded that it was an expensive proposition." Only a total of 180 complaints were made in the year. Incidentally, we might add, that one boy carried over three years without a complaint against him.

"The *Gazette* permits no carrier to have a helper except when issues are of very unusual size, nor to take out more papers than there are subscribers on his route, believing that the privilege of selling papers tends to make a carrier more interested in earning a few extra pennies than in his regular work.

"If any of the members of the association have found a better plan than the one briefly described, the *Gazette* would like the benefit of their experience."

The paper seemed so complete that no suggestions or criticisms followed.

Mr. Sundine of Moline raised the point that under the child labor law children under sixteen in Illinois could not now carry papers before 7 o'clock in the morning and after 7 o'clock at night without the consent of the superintendent of the schools and the permission of the secretary of the school board.

POLITICAL ADVERTISING.

"Should any notices of political conventions or caucuses, (formal) be published without charge, and if so when and under what conditions?"

The above subject had been assigned to Frank E. Noyes, of the *Eagle-Star,* Marinette, Wis.

He thought if the paper was getting the political patronage of a party it ought to run such notices without charge, but if the paper was independent, then it should charge, or it was a matter of local conditions and customs, and business expediency. He said he had asked the question himself to gain information, and was not present to instruct on the subject.

Mr. Wilson said both papers in LaFayette were Republican and the democratic party had no daily there, and yet they did not charge, believing by being good they might thus prevent the establishment of a democratic paper.

Noyes charged candidates for personal notices local rates by the line.

Wilson, Glessner, Curtis, charge $5 for announcements to date of convention, no matter how many insertions, or how few.

Sundine asked if many were publishing school district treasurer reports, made compulsory by law in Illinois, and what rates were charged.

Mr. Glessner said every financial officer in Illinois was required to publish a statement.

WANT ADS.

"Want ads, their value to the paper. How do you advertise to get them—The rate," brought the following paper from J. B. Richardson, of the *Democrat,* Davenport, Iowa.

"Classified advertising has not been a feature of our business as judiciously worked as have other classes of advertising, but when special effort has been given to it by a person employed to solicit business for classified page only, the increase has not only been very noticeable, but profitable. No doubt the same condition would be permanent, had it not been, in several instances, that the Classified Man was transferred to temporary work on advertising of a general nature, with the result that the transfer remained permanent. It resulted in our securing more display advertising, but the business carried on the classified page settled back to normal, we receiving only such advertising as came over the telephone or office counter.

"There is much classified advertising to be had for the asking. Just as the grocer swells his daily orders by reminding the housewife of the possibility of her needing salt, beef extract, lemons, etc., the Want Ad Man can do the same thing and needs name over only a few articles, such as an old stove, an ice box, baby carriage or old clothing, before striking an item which the lady to whom he is talking has stored away, now out of use and awaiting disposal. The usual result of this suggestion means the sale of a want ad by the solicitor who writes the copy, receives the price and expresses himself confident of having many readers wanting the very article to be advertised.

"I said we had not given much attention to classified advertising, the truth of which I regret, but only this month, on the 21st and 28th, we tried out a premium proposition as an advertisement for the *Democrat's* classified page, which resulted very satisfactorily. The article given away we pay for at wholesale rate in advertising space. In several issues prior to the first premium days we announced the fact that we would give a half-pound box of thirty-cent chocolate candy for each 15c. Want Ad accompanied with the money. The result was very satisfactory, showing an increase in business of four columns first day and six columns the next premium day one week later. No classified Ads are accepted for less than 15c. and as many were ordered to appear more than one time at 1c. per word insertion, the total return showed a reasonable cash gain though not enough to overbalance the cost of space and premium, which must be charged to newspaper publicity account.

"Such a feature helps to stimulate classified advertising in your own paper as well as in other home papers. It tends to acquaint the masses with the value of advertising which point should have the occasional attention of the publisher. It is helpful to the solicitor.

"It is advisable to carry advertising on your news pages referring to the value of classified advertising, also to feature your classified page with comic illustrations, but this matter alone will not stimulate classified advertising to any notice-

able extent. To obtain the best results the classified department should be in charge of a good live man.

"Gentlemen, I regret my inability to be with you at this meeting, mainly due to my physical condition and contrary advice of my physician." J. B. RICHARDSON.

The subject was one full of interest to the members and the experiences given showed that there was much study at the present time as to how best to handle this great feature of dailies.

President Curtis said he'd been told that Chicago papers were making their want ad department a great feature in getting new subscribers and holding old ones. He said he was running 4, 5 and 6 columns a day and believed it paid him to crowd the feature, which he was doing. He charges 25c. for 25 words one time a week, nothing less than 25c. charged, the feature bringing the paper about $150 a month on an averge. He charges a cent a word above twenty-five words.

Mr. Lowrie said he was satisfied with it as a feature, his paper charging 25c. for 5 lines two times or less, 50c. a week, and was running 5 to 6 columns. He used two methods, in securing business. The first day ads were run "Too late to Classify."

A. M. Snook, of Aurora, said he used the Publishers Publicity Co. system in getting them, the matrices costing $10 a month. He has a special man on the feature, runs a solid page daily at 1c. a word for three days, 1½c. for a week, none less than 25c., unclassified first day. His special man has doubled his salary every day with new business since put at work. He writes copy and carries it to merchants, and worked business in other ways.

Mr. Glessner says the Chicago *Tribune, News*, New York *Herald* and London *Standard* were the greatest want ad advertising mediums in the world, and the *News* was making an immense feature of it, doubtless finding it profitable, as the paper was netting between $700,000 and $800,000 profits annually.

A demonstration of the feature was witnessed by the members of the association during the luncheon hour when they actually saw men and boys in the street fighting to get the first papers from the news boys to read the want ads and then saw them throw the paper and run in different directions in the effort to be first at the place wanting labor, etc., and then to see garbage wagons following the crush at the noon hour to shovel the discarded papers up and haul them from the street and nearbly alleys.

Mr. French of Muskegon, wanted to know how to get the want ads business at a good price, not a cheap price; said he runs two columns a day at good rates, but his competitor is skinning him on quantity.

A number of members urged him to get down to the cheap price and get the quantity and the popularity that goes with it.

Mr. Snook says his want ads department is one of the leading features of his paper with subscribers.

Mr. Sundine says there is a general slump in the past year in the quantity of want ads business all over the country, but it is great yet. Advised making the price cheap and getting the business with effort. He takes them over the 'phone and at once after the paper is off sends a collector to the house and frequently works up new business as well as to get the money on the 'phone order. Gets in touch personally with want ad advertisers that way.

He has a feature with real estate men at $15 a month in advance in want ad for a month, changing as often as they wish, which has brought him a fine business. He makes the rate less than a quarter of a cent a word, but gets his money in advance, $15 a month of each and really gets paid for what proves to be a news feature. He gets $120 to $135 a month on this line alone.

Mr. Sherman, just coming in, said he believed in chasing the want ads hard. His minimum is 20 cents.

Mr. Whittaker said he was convinced that the want ad was a good thing for a paper. Said we are glad to get a new subscriber at most any cost, for a week even, hoping to develop him into a steady reader, and he used the want ads the same way, endeavoring thus to develop a steady advertising customer. His minimum is 15 cents, or a cent a word, makes 50 cents a line a month, not less than two lines a dollar a month, or $12 a year, then tries to talk them into increased space. Has his real estate men interested, has a young man working the feature, who develops occasional advertisers into regulars.

Adjournment was taken for luncheon, during which time the demonstration in the streets of the city of interest in want ads, noted above, only enlivened the subject when the association reconvened after lunch.

Mr. Whittaker again spoke of the feature, while Mr. French still urged the idea of getting better rates, saying that the circulation gotten by want ads, as demonstrated on the streets of Chicago, was of no value to the general advertiser, as all of the paper but the want page was thrown away.

Mr. Beal said he gets 15 cents as the minimum and a cent a word a day.

Mr. Russell of Monmouth says he features in a news form any quick results that their wants bring, thus encouraging and thus advertising the feature all they can in that way. His rate is 30 words or less 25c., three times. He kept out mercantile houses as much as he could.

Mr. Moore said he believed the newspaper-maker did not advertise his own business as generously and thoroughly as he should and believed if he did the advertising business could be greatly increased.

Mr. Groom says their ad man has some new stunt in an advertising way each day possible and believes they increase business in so doing. He says they average about 30 new want ads daily, secured over the counter and with a solicitor, sends out letters advertising the feature, spends $300 a year advertising the feature in trade papers. Had 2,800 want ads in December to an increase to 4,100 in April.

FREE DOPE.

Mr. Groom asked how many publishers were using the free dope propositions that agencies were sending out. A new dull time contract at regular rates, with free ads alternating with the paid ones, which raised a new and interesting subject, that brought forth much experience and discussion.

Stick to rates and don't give a line or an inch free was the general advice after experiences and discussion had brought the conclusions.

COMMENDS SECRETARY PARROTT

BELLE PLAINE KAN., July 6, 1908.

B. B. Herbert, Chicago, Ill.

DEAR FATHER HERBERT:—Have just received the book of information about the Twenty-third Annual Convention of the N. E. A. I consider it a work of art and think that Brother Parrott is to be highly commended for getting out such a handsome issue. After one reads the good things it promises those who attend the meeting, it makes one wish the day for starting for St. Paul was here. I expect to be present, of course. It will be my twelfth consecutive year and when my age is considered, 33, I may be excused for feeling proud of the record. This almost makes me the youngest continuous delegate, doesn't it?

With best wishes and hopes of a successful meeting, I remain, Most respectfully,

J. BYRON CAIN.

THE HORSE-POWER OF ADVERTISING

IN NO OTHER FIELD OF HUMAN EFFORT IS SO MUCH MONEY SPENT AS IN SPREADING BUSINESS NEWS, REACHING A THOUSAND MILLION DOLLARS A YEAR.

BY M. LEE STARKE, IN VAN NORDEN MAGAZINE, N. Y.

THAT advertising is the greatest force in the industrial life of a nation is amply proved by the fact that a larger amount of money is invested in it annually than in any other field of effort. A thousand million dollars a year is expended in advertising, a vast sum which equals 1 per cent of the entire wealth of the nation and approximates the value of all the imports of the country. This enormous amount is spent for space in newspapers and magazines, for circulars, posters, signs, novelties, and in the many other channels through which the news of the business world is brought before the public.

This great investment of capital sells over $15,000,000,000 worth of products of the nation's industrial efforts. Last year there were approximately 220,000 manufacturers in the country, with a total capitalization in round numbers of $14,000,000,000. The sales resulting from the extensive advertising campaigns of these manufacturers produced a return to the manufacturer of more than $15,000,000,000. Compared with the expenses incurred by the producers to reach the consumers—which is slightly excess of $1,000,000,000—the cost of accomplishing the sale of the vast amount of goods produced approximates 7 per cent

In no other field of human effort is there so much money spent as in advertising That it is productive of satisfactory results is proved by the fact that from year to year the amount of money spent to spread business news increased by about 2 per cent to 3 per cent. Without the use of advertising, the commercial life of the nation would be practically at a standstill. It is the channel through which the manufacturer must reach the consumer and without which he would have to limit his sales to the immediate neighborhood of his factory.

The tremendous value of advertising in the commercial life of a nation was foreseen by the great Macaulay, who said, "Advertising is to business what steam is to machinery, the great motive power" Gladstone, also, some time before his death, said, "Publicity is an enormous power in business, and nothing can make money without it, save a mint." John Wanamaker, one of the greatest and most successful advertisers in the world, says, "It is impossible to build a large business today without publicity. Advertising is an evolution of modern industrial competition." Said Horace Greeley, "To neglect to advertise is like resolving never to travel by steam or to communicate by telegraph." Lord Roseberry, during the time that he was Prime Minister of England, stated to his Cabinet, on an occasion when the subject was under advisement, that advertising was the advance agent of prosperity, that it was unquestionably the most wonderful modern commercial agency.

What is this magic force which we call adverising? In the first place, and above all things, it is the shortest, in fact the only practicable line between manufacturer and consumer. It is the news which the industries of the country publish to the great buying public. Without it, the public would remain in ignorance of the existence of the goods produced.

Advertising represents a composite of all trades, professions and occupations. All the professions will, in a few years, advertise. The live minister does advertise now. The banker is one of the most successful advertisers of today, yet a few years back the idea that the dignified banker should ever have to advertise would have seemed ridiculous.

THE VALUE OF SUGGESTION.

I don't think anyone will disagree with the general statement that advertising is the greatest power in business. The greatest power in advertising is, however, another matter. I should say unhesitatingly that it is *suggestion.* Through suggestion the human interest is aroused, and no advertiser can ever hope to be successful until he has first studied the great art of arousing interest through intelligent suggestion.

It must be borne in mind that to get the full benefit of the power of suggestion it should be so made as to arouse curiosity. To cite for instance: When in London a few years ago I observed one advertisement different from the rest. It was everywhere—in the dailies, magazines, weeklies, and on billboards and 'busses. It made a suggestion and aroused curiosity in one sentence, *"Monkey Soap Won't Wash Clothes."* This soap had an enormous sale throughout Great Britain. Why? It strongly suggested that it was not made to wash clothes, and immediately aroused curiosity on the part of the people to know what Monkey Soap was made for. The housewife could not rest until she found out what Monkey Soap would do. And when she found it was a scouring soap, she was sure to test it. Ivory soap, for instance, made its enormous sales by stating that it is white and will float, which immediately suggests purity. The housewife entering the grocery thinks of her need of soap and almost unconsciously asks for Ivory.

Quaker Oats has become famous because of the suggestion of strength-giving qualities made by the strong, forceful illustrations of the Quaker, with the further suggestion that it brings upon the dignified Quaker's face "the smile that won't come off." What housewife has not read Fairbanks' advertising of the "Gold Dust Twins?" What accounts for the success Gold Dust has met with? The suggestion used in all its advertising, "Let the Gold Dust Twins do your work." This simple suggestion is of more value than all the argument that could be put into advertising

Advertisers must finally come to the great problem of making their suggestions direct to the people. First in importance comes the clean daily paper that carries the suggestion into the family circle at leisure moments in parlor or library, where no salesman is ever permitted to enter. Second, the great magazines and weeklies, with their wonderful circulation and influence, coming into the home once a week or once a month, remaining there to suggest, permanently, through well-written and illustrated advertising, the needs of the household. Then come the billboard and outdoor signs, to photograph permanently upon the mind the suggestions given through these other agencies. Then comes the street car, that presents to the reader daily on his way to and from business, shopping or visiting, a panorama of clever suggestions which but knit together the other three great forces outlined. No sane advertiser puts all of his money into any one medium. Each is helpful to the other and is necessary in its proper place to secure profitable publicity. No one medium has a corner on the publicity market.

THE CREATIVE POWER OF ADVERTISING.

De Weese says, "Advertising makes two blades of grass grow in the business world where only one grew before." It is a business-builder with a potency that goes beyond human desire, and creates wants.

To the creator, the world which he enriches owes a debt which can never be paid. Few creators, however, have lived to gain the full fruits of their labors. The reason for this is that the majority of creators are men with wonderful theoretical development but little practical knowledge—and this applies to men who invent practical things. Take the creator in the business world who depends upon advertising to make money from his ideas. His ideas are often revolutionary and possess great force, and he has every reason to believe they should succeed, but they fail—and sometimes miserably.

Why so many of this kind of failures? The creator didn't know how to appeal to the public. He didn't know

the art of arousing human interest. He forgot that advertisements are simply salesmen; that advertisements must be just as magnetic, just as enthusiastic, just as honest, just as practical as the real flesh and blood salesmen. Then, when it comes to placing the advertising, being as a rule honest himself, he doesn't realize, that a great many publishers, agents, and sellers of space are awaiting to ambush him. Lying circulation statements, false representations of quality, robbing rates, and almost criminal advice as to mediums result in the fatal "execution" of his idea, which, if it had had a fair show, would have netted him a nice fortune. He frankly admits that he doesn't understand the advertising "game," as he at this stage considers advertising. Truly, he had reason to believe it a "game," and a gambling scheme with no redeeming feature.

J. Walter Thompson said in *Appleton's Magazine*, "In modern times advertising has become one of the mainstays, and in many lines, the principal creative force for business, and yet the wonder is that so many men having a good business reputation fail utterly to grasp its possibilities or the necessity for continuous advertising.

"THE STICKER IS THE WINNER."

"The human mind is like a fertile field. Sow the seed and let it take root and grow, and in due time the harvest comes. But the man who expects the harvest the day or month after the sowing of the seed would be looked upon as deficient in common sense."

The successful advertiser knows that he has to stick to it, get behind it, and push it before the people, through the power of publicity, until the public makes the demand. He knows his motto is, "The sticker is the winner." There may be nothing in a name until it is advertised, then it may become a household word and be worth millions of dollars.

A good example of this is the National Biscuit Company's advertising. They took a common soda cracker, put it in an attractive package, and gave it a suggestive name, "Uneeda Biscuit." Then they put money and brains behind the name, and made everybody acquainted with it. Within a few months whenever one wanted a cracker, one instinctively thought of Uneeda Biscuit. I am told that the idea for this name was suggested by a parrot's "Polly wants a cracker." A clever advertising man simply changed the phrase to Uneeda Biscuit.

ADVERTISING AS NEWS.

"All news is advertising," and all advertising that ever counts for anything must be news. Seymour Eaton says, "The successful advertiser must live right up even with the clock. An advertisement that made a big hit last year may fall flat and dead this year. There is in everything a fullness of time; seasons when the fruit is ripe; periods when all conditions seem to lend themselves to success. The advertiser must have discernment sharp enough and vision clear enough to know the year and month and the day of the month in which the people are not only living, but in which they are thinking."

I have just read a copy of the *Massachusetts Spy* of January 28, 1790. One item announces the arrival of the brig *Maria and Eliza* from England with a notable or two on board. In another column W. and N. Maccarthy "respectfully inform their friends and customers" that the *Maria and Eliza* brought them a choice assortment of hardware goods, including shoe and knee buckles, warming pans, house bellows, and other archaic conveniences. I can readily see how one of the items was as much news as the other to the Massachusetts readers of early days. And even today when a dealer can receive consignments of new goods on any one of fifty trains a day, it is still news when he announces such arrivals or tells the newspaper readers something which they didn't know about his stock.

The reporter handling a news story aims to make it tell what, where, how, when, why. No matter how the other questions are answered, the answer to the "what" always comes first; then the explanation. In contrast with this logical and satisfying scheme of news presentation, there is much advertising that is about equivalent to putting a clown in front of a store with a bass drum and expecting him to draw trade. It is all sound and no sense. Much space that should carry interesting business news is devoted to empty and valueless hurrah.

(To be continued in September issue)

"WHAT IS THE USE?"

BY B. B. HERBERT BEFORE THE N. Y. PRESS ASSOCIATION.

(Concluded from July.)

In the newspaper calling, the need has been recognized in a higher view of the province of newspaper making, that had also been degraded by the prevailing spirit of commercialism. I have already spoken of the field of influence and usefulness to be covered by the newspaper.

Nearly twenty-five years ago, in July, 1883, I said in an address at St. Paul, before the Minnesota Editorial Association: "There is no other power so potent or far-reaching as the printing press." I have never seen any cause to modify that statement. From the broad opportunities, and from the far-reaching influence and power of the newspaper come the necessity for, and duty of, all possible preparation for its worthy production. This fact is coming to be recognized by our great State Universities: Missouri, Kansas, Nebraska, Wisconsin and Illinois, now have departments of journalism. At the approaching convention of the National Editorial Association, Past-President, Walter Williams, Dean of the Missouri School of Journalism will tell, "What is the use." In an address at the recent meeting of the Illinois Press Association, one of the Professors of the Department of Journalism in that school said:

"There are three sections to the course: First, training in history, economics, foreign languages, English and its composition, etc.; second, class instructions in newspaper reporting and details of newspaper work; third, lectures by competent newspaper men. During the third year the students gather notes and write articles which are edited by the instructor and the marked copies returned to the students.

In the senior year instruction in international law and other studies is taken. Practical work is done in the way of gathering of significant notes here and there on a certain subject and assembling them into an article."

This is probably the shortest possible statement of a course in journalism The course includes all the useful branches of English literature, composition, economics and government. The Wisconsin State University enumerates as follows some of the branches of study required of students in newspaper making: "Elementary Civics; law and politics of the press; legislative organization and procedure; parties and campaigns; international law; offices and employes; American diplomacy; constitutional law and world politics," etc., etc.

Whitelaw Reid in his address before the New York Press in 1879, in speaking of the value of good writing to the newspaper said; "The greatest of recent narrative success has been Green's Short History of the English people. Why shall not the most enterprising journal of the next decade be, that which shall still employ colossal capital to gather all the news and then crown and fructify its expenditure by having a staff of Greenes and Froudes to tell it. If it must send a Stanley to Africa —and we well may hope that feats so brilliant will be repeated—it will send also a Macauly to tell his story for him."

This idea has been rendered the more practical by the wonderful economy secured by perfectly attained co-operation in associations for news gathering. The plan of having men

of the highest literary abilities, to tell the important news stories, in connection with routine reports, has been widely adopted and was strikingly illustrated in the handling of the recent convention in Chicago. A greater advantage will be to have all newspaper writers, reporters and editors throughly trained so as to be able to grasp the news points and to tell the stories in the most attractive literary style themselves. Special writers are, even yet, impossible except for the metropolitan papers. Yet the newspapers of the small cities, through the help of cheap news service, have become much more important, necessary and useful than they were thirty years ago, when Mr. Reid delivered his address. The newspapers of the smaller cities can now give, with satisfactory completeness, the general and foreign news and reach their readers far in advance of the metropolitan papers, which, for that reason, have become limited in the wide reach of their circulation. The editors in the smaller cities, no longer take their news nor their views from the metropolitan press, hence the necessity for the broader education and deeper knowledge for all. I feel that what I said of the home paper in my address before the Minnesota Editorial Association, and urged as arguments to enforce the need of thorough preparation, are more important as an actuating principle to be followed, today, than in 1883, when first spoken. What I then said I repeat here, as my closing words as to, "What is the Use?":

"The local paper should be made as much a necessity as the local doctor. It should be the good and faithful family physician to every lagging local enterprise. The local editor should not only collate and transform into brief, instructive history the mass of facts that come to his hand, but he should, in a manner, localize the whole—bend all the events narrated in a way to suggest, encourage and accomplish local improvements and to advance the lives of the people among whom his lot is cast. He should bring from the great storehouses of narrative and human experiences, that unload their richest treasures on his table by a hundred or more channels, those things that will best apply to the health, advancement, improvement, or amusement of his own community. Gather in the harvest of local events and treat them with that zeal and loving earnestness that makes each one important. The grandest work lies nearest every man's own door. 'Sweet Auburn, pleasantest village of the plain,' has become 'sweet' to millions because the great heart of Goldsmith painted its simple story. There need be no more competition between the cheap metropolitan weekly, and the country paper, than between Goldsmith's Deserted Village, and some magazine, historical volume or document furnished free by the government."

UTAH WILL TAKE THE ENTIRE TRIP.

July 5, 1908.

DEAR BROTHER HERBERT:—The Utah Press Association will be represented at St. Paul next August by Fred Turner, *Republican,* Logan; I. E. Diehl, *Record,* Robinson, and S. L. Raddon, *Record,* Park City.

Very sorry that our membership prevents a larger representation, but efforts are steadily being made to increase our number, and as Utah grows, so will our representation at the always interesting annual meetings of the N. E. A.

Though not invited, I will be in Chicago on August 15th, and participate with the delegates of *"the Eastern, Southeastern* and *Central Western States"* in the entertainment planned for the "pencil pushers" on that day, and with them journey to St. Paul—not slighting the Canadian trip, nor any of the other splendid features arranged for the "editorial outing."

The officers of the Utah Press Association are, S. L. Raddon, Park City, President; C. V. Anderson, Salt Lake, Secretary.

Trusting that our coming meeting will be the "biggest and best ever," I am, Yours respectfully,

S. L. RADDON.

TWELFTH ANNUAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF PHOTO-ENGRAVERS.

THE Twelfth Annual Convention of the International Association of Photo-Engravers was called to order by the President, Mr. H. C. C. Stiles, Monday, June 22, 1908, at 10:30 A. M.,in the Colonial Hotel, Cleveland, Ohio.

Mr. Bissell, President of the Bissell College of Photo-Engraving, Effingham, Illinois, was introduced by the President, and addressed the Convention on the growth, development and needs of the College.

Mr. John C. Bragdon, Treasurer, presented his report, showing all bills paid and a healthy financial condition.

The President then called the members' attention to the donation made to the Association by Mr. Max Levy.

On motion made by Mr. Gatchel and seconded by Mr. Meinshausen, a vote of thanks was extended to Mr. Max Levy for his generous contribution to the Association.

Mr. Gatchel then moved, seconded by Mr. Rollin Smith, that the bill of the Chicago Photo-Engravers Association for printing and mailing the pamphlet entitled, "The Scale vs. the Square Inch Rate," be paid.

On motion made by Mr. Gatchel, seconded by Mr. Benedict, it was voted that the treasurer's report be received without audit.

The annual address by the President, Mr. H. C. C. Stiles was then read.

New Business—A general discussion took place on the suggestions made in the Annual Address of the President, especially with reference to the duties of the Secretary.

On motion made by Mr. Gatchel, seconded by Mr. Meinshausen, it was moved that the duties of the Secretary be outlined by the Executive Committee, and that he receive in lieu of salary 25 per cent of all the dues collected, also that the President be allowed the sum of $100.00 a year for expenses. The motion was unanimously carried.

The President then called upon Dr. Bodenheim to address the Convention on the chemistry of photo-engraving. The very learned and clear manner in which Dr. Bodenheim presented the points of his subject was clearly evidenced by the manner in which they were received by those present.

The meeting then adjourned to meet again at 2 P. M.

AFTERNOON SESSION, MONDAY, JUNE 22, 1908.

Meeting convened at 2 P. M. The President informed those present that the afternoon session would be devoted to a stereopticon lecture by Mr. Geo. H. Benedict of Chicago on the cost of production and the new scale. This lecture was very interesting, nearly thirty views being shown on the canvas, which, supplemented with the information Mr. Benedict drew from them, clearly showed that much time and thought had been spent on the questions under consideration and were of interest to every photo-engraver, no matter where located.

The meeting then adjourned to meet again the following morning, 10:30 A. M.

MORNING SESSION, TUESDAY, JUNE 23, 1908.

Meeting convened at 11 A. M. Mr. H. C. C. Stiles, President, in the chair. The minutes of the previous sessions were read and approved.

Mr. Wells made a short talk on the scale proposition, calling on the members to take the floor and ask questions, which he believed would be a better way of getting a full and clear idea of just what was meant by the scale.

Mr. Eaton of Detroit stated that his firm was using the scale on all their business, and while unable to maintain a uniform discount, was well satisfied and knew it to be a superior method of charging for the product than the square inch method.

Mr. Allen of Indianapolis stated that they had carefuly considered the scale and believed it to be the right method for charging for photo-engraving but that owing to Chicago coming into Indianapolis and quoting not in accordance with the scale they were undecided what to do as they could see no reason for adopting the scale unless it was adhered to by every one.

Mr. Wells then explained to Mr. Allen that the scale was not offered by Chicago, nor should it be accepted by any one, no matter where located, as a scale of prices by which to charge for the product, but that it was a means or basis of cost of production by which the prices to be charged for the product could be better figured out under local conditions than the square inch method.

Mr. Meinshausen of Cincinnati believed that the explanation made by Mr. Wells as to what the scale really was, was a new idea for most of the members, and that as explained it made the scale not only the best, but the only manner in which the price of photo-engravings should be estimated.

Mr. Garl of Indianapolis also believed that the scale idea was the only and proper way of charging for the product.

Mr. Williams of New York City asked the question as to what Chicago found to be the right scale price on trade periodical work. Mr. Wells answered that it was a difficult matter to answer this question and was one which the scale could not itself offer a solution. Mr. Williams was heartily in favor of the scale idea.

Mr. Clark of Cleveland stated that the Cleveland engravers had kept a record for some time, showing a comparison between the scale method and the square inch method. Speaking for his firm, for a period covering over six months, they found that charging the work at 30 off the scale as against the square inch method of 15c. sq. in.—$1.50 minimum square finish—20c. a square inch—$2.00 minimum for vignetted—6c. a sq. in.—75c. minimum for zincs, the scale showed 1 per cent better on halftones and 4 per cent better on zinc etchings.

Dr. Bodenheim informed the Convention that in his travels, which covered the United States and every photo-engraving shop within this territory, that those of the photo-engravers who had given the scale any thought were almost unanimously in favor of it as the best and most equitable method for charging for photo-engravings, but seemed to be afraid to adopt it on account of competition.

Mr. Gatchel of Philadelphia believed that the scale should be adopted as a basis of cost, the selling price to depend upon salesmanship, locality, etc.

Mr. Hensler of Detroit then moved, which motion was seconded by Mr. Eaton that this convention adopt the scale, Mr. Clark of Cleveland seconded by Mr. C. C. Cargill of Grand Rapids, moved that a committee of Messrs. Wells, Hensler and Gatchel be appointed to retire, prepare and report back to the meeting a resolution on the adoption of the scale by the Convention. Mr. Hensler with the consent of Mr. Eaton accepted this motion in lieu of the one made by him.

While the committee were out preparing their resolution, the president introduced Mr. Max Levy, who in a humorous strain, very forcibly called the attention of the meeting to the difference in selling price of what was supposed to be the same article. The effect produced was well received by all present.

The president then introduced Mr. Louis Levy, the oldest photo-engraver in the United States, who told facts from personal experiences pertaining to the early days of the photo-engraving business. These facts related to the price received as long ago as thirty-five years, when the price was 50c. a square inch. He also showed how the 10-inch minimums came into existence, and Mr. Levy concluded his remarks by stating that many years ago he knew and he still knows that a price of $2.00 for minimum cuts will barely cover the cost. The force of Mr. Levy's remarks were backed up by a personal experience as far back as 1873, when as he stated, he made his first photo-engraving.

The president then called the meeting's attention to a letter received from Mr. Mathew Woll, President of the International Photo-Engravers Union. The letter was read by the Secretary. At the conclusion of the reading Mr. Meinshausen moved, seconded by Mr. Benedict, that receipt of the letter be acknowledged and the matters expressed therein taken under advisement.

Mr. Meinshausen then talked on the question raised in the letter pertaining to the copyright bill.

The committee on the resolution for the adoption of the scale then reported as follows:

"Resolved, That after a thorough exposition of the accuracy of the basis upon which the Standard Scale of prices of Photo-Engraving has been arrived at, and being convinced of its correctness in principle, the International Association of Photo-Engravers adopt this scale as a basis of costs and recommends its use in the making of prices by any of its members.

"The conditions of business, locality and environments, as well as the size of the order, the variation of copy and completed product being so diverse, no set discount from the scale is recommended, the discount being left to the best business judgment of each individual."

The resolution was unanimously adopted.

On motion made by Mr. Eaton and seconded by Mr. Wells, it was moved that it be the duty of every member to use his best endeavor in bringing the scale to the attention of his customer as the best and proper method of charging for his product. This motion was unanimously carried.

Dr. Bodenheim was then given the floor to explain to the members a formula for the making a printing solution, samples of an ink to use with the solution, were distributed among them.

Mr. Meinshausen brought up the question of uniting with the Employing Photo-Engravers Association. Messrs, Eaton and Hensler both spoke on this question and were decidedly not in favor of it and the matter was dropped.

Mr. Gatchel then brought up the question of importation of postal cards from Germany. After some discussion it was moved by Mr. Gatchel, seconded by Mr. Keenan, that the officers of this Association be instructed to take action with reference to the importation of postal cards from Germany.

The election of officers then took place. The President appointed as a nominating committee Messrs. Klumsinger, Keenan and Hensler.

While the committee had retired to deliberate on their duties, Mr. Max Levy gave a very interesting talk on the difference between American and German methods of conducting a business as he had seen it in the case of two large firms, the proprietors of which he was intimately acquainted with. The point made was that while wages were much lower in Germany the excess of product produced by the American employe was sufficient to overcome the difference in the wages.

Mr. Louis Levy also gave information on the copyright bill to the effect that next August 20th, a law would go into effect in England, making it necessary for the foreign inventors to have their product for sale in England manufactured there. That in view of this law, an attempt is being made in order to relieve our American inventors from the effects of this law, to have the United States enter into an agreement with Great Britain to relieve holders of copyrights there from the effects of a law enforced in this country requiring all such copyrighted matter for sale here to be printed in this country.

The nominating committee reported as follows:

H. C. C. Stiles, President; H. A. Gatchel, Vice-President; Frank H. Clark, Secretary; John C. Bragdon, Treasurer.

Executive Committee—L. F. Eaton, Geo. H. Benedict, Willis J. Wells, S. C. Blanchard, C. C. Gargill.

On motion made by Mr. Keenan seconded by Mr. Meinshausen, it was moved that the nominees of the nominating committee be unanimously elected to fill the respective offices. The Secretary was instructed by the President to cast a unanimous ballot for the persons named for the respective offices, which was accordingly done.

Mr. Gatchel, seconded by Mr. Clark, moved that a vote of thanks and three cheers be given for Mr. Benedict for the work he has done on the scale. Mr. Benedict was then called on to address the meeting. He expressed his approval of the action of the Association with reference to the scale and his pleasure in the fact that the matter had been taken out of his hands and was now in the hands of others to see that the scale will eventually become a permanent fixture among the Photo-Engravers throughout the United States and Canada.

On motion made by Mr. Allen, and seconded by Mr. Hensler, a vote of thanks and three cheers was given for the engravers in Cleveland for the elaborate and enjoyable entertainment accorded the visiting Photo-Engravers.

On motion made by Mr. Hensler, seconded by Mr. C. C. Cargill, a vote of thanks was tendered Mr. Ohesterman for the services rendered as Secretary.

Following this, compliments were paid all the officers, and the Twelfth Annual Convention of the International Association of Photo-Engravers came to a close on motion by Mr. Wells and seconded by Mr. Hensley.

At the close of the Convention, an event took place which marks the high esteem in which Geo. H. Benedict is held by the photo-engravers throughout the United States. In appreciation of the great good work done by Mr. Benedict for the photo-engravers, especially with reference to the Standard Scale for Photo-Engravers, Mr. H. C. C. Stiles, on behalf of the Association, in words expressing their regard and esteem, presented to Mr. Benedict a handsome sterling silver loving cup suitably engraved, containing the inscription,—"Father of the Standard Scale."

TEXAS PRESS ASSOCIATION TO ST. PAUL

At the Mineral Wells meeting of the Texas Press Association, the delegates to the National Association selected the Santa Fe as the official route, leaving the itinerary to be made up by President Will H. Mayes. The delegates, with the approval of President W. J. Buie and President-elect Clarence E. Gilmore, decided to invite all the Editors, Publishers and newspaper workers of the State who wish to take an excursion to St. Paul, to join them on this trip, thus making it the Annual Excursion of the Editors.

There are many reasons why every one who can possibly afford to go should take advantage of this opportunity. In the first place, the National Editorial Association is the largest and most influential delegated body of newspaper people in the world, and it is a pleasure and a privilege to meet, at its annual gatherings, the leading newspaper workers of this country, and hear the addresses and discussions. The men who advance in their work are usually those who take time to come in contact with the brightest of their co-workers.

St. Paul and Minneapolis are two of the most beautiful and progressive cities of our country and will extend unlimited hospitality and courtesies to the newspaper people, making the stay there a continual round of entertainment and pleasure. Following the meeting, there will be excursions to the principal points of interest in Minnesota, including stops at some of the State's most beautiful lake resorts, concluding at Duluth, August 24th.

Texas will present the name of one of her editors, Mr. Will H. Mayes, of the Brownwood *Bulletin,* for the presidency of the National Editorial Association. Mr. Mayes is now the First Vice-President, and every Texas newspaper worker should feel a State pride in seeing a Texan honored with this position.

It is proposed to leave Forth Worth via the Santa Fe, Friday morning, August 14th, at 8 o'clock, arriving at Kansas City early Saturday morning, spending the morning there, thence to Des Moines, arriving there late in the afternoon, where a few hours will probably be spent, reaching St. Paul

early Sunday morning. At Kansas City, the Kansas, Missouri, Colorado and other delegates will join the party. At Des Moines it is hoped that the Iowa delegation will be picked up, thus having a large and congenial party en route to St. Paul.

If as many as eighty (80) people are in the party leaving Forth Worth, a speical train will be run for the accommodation of the Texas editors from that place. Should the number fall below eighty (80), the train will probably be run as a special out of Kansas City. In either event, through sleepers will be furnished to accommodate the party, and they will be operated as private cars to insure the most congenial companionship, and to avoid any undue crowding. A special agent of the Santa Fe road will accompany the party to St. Paul, to look after its comfort en route.

AN OLD FRIEND SENDS COMPLIMENT ON SHARE TAKEN IN WORLD'S WORK.

PATERSON, N. J., July 9, 1908.

National Printer-Journalist, New York.

DEAR MR. HERBERT:—For a long time now your publication has proved to be a source of interest and pleasure to me.

It seems nice to me to read of the important share you take in the world's work now that you are no longer in the ranks of the younger set. Your article, "What is the Use?" is evidence not only that you know how to write, but that you take time *to do it.*

With best wishes, Sincerely, HEBER WELLS.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.

RHYMES OF TEN YEARS AGO.

BY HARRY A. WOODWORTH.

1. The Editor's Vacation.

[The following was written for the NATIONAL PRINTER-JOURNALIST ten years ago, when the New York State Editorial Association was holding a convention at Patchogue, L. I. It was not, however, sent to the N. P.-J., as just about that time I received an article from the editor of that paper, which was "respectfully declined," and I had no further hopes of getting my stuff printed there. Hence the verses were given to the Patchogue *Argus*.]

When the foreman's on a drunk, and the devil's pied a form,
  When your finger-tip has fed the Gordon's cog,
Comes a breezy invitation that soon clears away the storm:
  "Come and soothe your frenzied feelings
                At Patchogue!"
So the editor he smiles, and slams reprint on his fyles,
  And his saddened soul with pleasure is agog;
And he smooths his inky frown;—"We shall leave 'our quiet town';
  'We are pleased to hear' this summons
                From Patchogue!'"
And the devil reigns supreme; and he spoils a demy ream;
  Brevier is off its feet, and script doth clog;
But the editor's away on the shores of Great Smith Bay,
  And he cares not for the devil
                At Patchogue!
Where Slug Seven's howl for copy use d to perforate his ears,
  He now hears the gentle gurgle of the frog;
And the man who hasn't paid his sub. for over fifteen years
  Is forgiven and forgotten— At Patchogue!
Where the man who stops his paper cannot rend his savage breast,
Where delinquents cease from trembling and the weary are at rest,
                At Patchogue!
And he cries, with Herve Reil, "That is Paradise for Hell';
  Nature's benediction for the devil's frog;
Though I'm crowded out' of Heaven for the lies I have to tell,
  It's all right—I'll get a welcome
                At Patchogue!

* * *

MORE KNOCKS.

"He shall write the thing as he see it
For the God of things as they are."—KIPLING.

A generously well-written ad in a Washington newspaper reads:

A trip to the lakes, mountains or seashore can be made far more enjoyable by taking along some of our new canned goodies; or 'phone in order and we will ship same to your camp.

Good, but why use that word "same" in this connection? And "order" would be better with the pioneer "your" or the article "the." You wouldn't *talk* this way. Why not use the word "them" in place of "same"? It seems to me it's better both in spoken and written conversation.

"We receive a fresh supply of meat at frequent intervals," says the advertisement of a Connecticut meat market. Surely a more fitting and "timely" way of putting it should be used in reference to an article whose value depends so largely upon its freshness.

An ad-writer's advertisement in a London, Eng., paper reads:

Say Tom! Lend me a 'fiver,'
  I'm gong to buy a gun,
I've seen an Ad! 'Twas written by
  'THE MAN WHO MAKES THINGS HUM'."

Well, if this is a sample of his work, almost any jury would bring in a verdict of "justifiable homicide."

* * *

This is the wording of a tastefully illustrated ad in a Pennsylvania paper:

"My. But that's Good." That's said many times a day by people who have just had the delectable delight of eating our Ice Cream—said truthfully and appreciatively, for our cream is the kind to warm the cockles of your heart.

"Delectable" means "delightful," and "delightful delight" is rather too tautological. And does not any suggestion of a "warm" effect seem somewhat out-of-place in advertising the merits of icecream? What most people want at this season is something that will have a cooling internal effect rather than the reverse. "To warm the cockles of your heart" would be an excellent phrase to use in connection with a hot drink in winter, but it does not make an attractive appeal to the imagination in the midst of a torrid wave.

Do you know that the phrase "fin-de-siecle," which, we all know when we think of it, means "end of the century," is being used in some otherwise good advertising matter to this very day? It's time the phrase "fin-de-siecle" was retired from advertising matter for ninety years or so.

* * *

A firm in New Jersey supplements a very clever carriage talk with this argument:

The carriage business is only a side line to our large blacksmith business; therefore we can and do sell on a smaller margin of profit than dealers who make their living out of the carriage business alone.

Really, does this sound reasonable?

* * *

Here is the wording on a blotter I have received: "Be like an old blotter! soak into your system all the good things that will help you to succeed." The latter part of this precent may be all right; but why drag in the old blotter—on a new one—and enjoin folk to emulate it? An old blotter has usually soaked in so much extraneous matter that it has become useless for practical purposes. The chief object of a *new blotter* is to "soak in" ink, which may be justly considered one of "the good things," but it scarcely helps the blotter to "succeed." On the contrary, the ink qualifies it for the waste-basket. It is doubtful if an old blotter can absorb anything that will help it to succeed. Why use illustrations that do not illustrate?

* * *

A PRESS ADVERTISED BY THE NAMES OF "ITS LOVING FRIENDS."

The *Meihle News* is a booklet issued by the makers of the Miehle Press. It gives the actual shipments of this popular press from Feb. 1, 1907, to Feb. 1, 1908, and specifies in red ink the number of presses previously purchased by many of those whose names appear. It's a pretty good advertisement for any press when one concern purchases 81 for country newspaper work in their different plants, another buys sixty for book and map work, another 40 for general job work,

and others are running from 10 to 66 on three- and four-color halftone process work.

A SPACE BETWEEN LETTERS JOB.

This (10) is Alling & Long's idea of a Menu design. Only the word "Menu" is in color, it being orange. This appears on a folder, this Rochester paper

No. 10

firm uses to advertise their Extra Egg Shell Book. India tint. I've seen eggs of pretty near that tint.

* * *

AN ELABORATE WORK-MARK.

The type of this letterhead (11) of Judd & Detweiler, Washington, D. C., is dark blue. The work-mark is red and brown and gold.

* * *

THE PRODUCTION OF MANY PRINTERS.

"The Linotype as I Have Found It," the booklet lately issued by the Mergenthaler Linotype Company, is a unique specimen of typography, as well as a splendid collection of testimonials as to the excellence of a wonderful machine. Each leaflet is a specimen of Linotype composition arranged and printed in each testimonial writer's print-shop, without any restrictions on the Company's part except as to the size of sheet. There is not a page that is not highly artistic. The contributors are: The DeVinne Press, New York; Trow Directory, Printing and Bookbinding Company, New York; George H. Buchanan Company, Philadelphia; W. F. Hall Printing Company, Chicago; The Elbert & Richardson Co., Cincinnati; the Lord Baltimore Press, Baltimore; Little & Becker Printing Co., St. Louis, Mo.; George F. Lasher (he's a good printer, but not so good an advertiser, or he would have given his address); Lowman & Hanford, Seattle, Wash.; Marshall & Bruce Company, Nashville, Tenn.; The Tuttle, Morehouse & Taylor Company, New Haven, Conn.; West Publishing Co., St. Paul, Minn.; Evening Wisconsin Co., Milwaukee, Wis.; A. I. Root, Incorporated, Omaha, Neb.; Judd & Detweiler, Washington, D. C.; Henry O. Shepard Co., Chicago; and the Unity Press, New York. All these concerns are to be congratulated on their excellent work, as well as the Mergenthaler Linotype Company. Why were no Canadian artist-printers represented? I've seen some mighty good work done on the machine over the border.

* * *

The Buffalo *News* has a booklet entitled, "As Others See Us." There is no opinion inside from the Buffalo Express.

One of the ads in this booklet is headed with a halftone from a photo, with the title, "Three Days on Earth." Underneath is the following explanation:

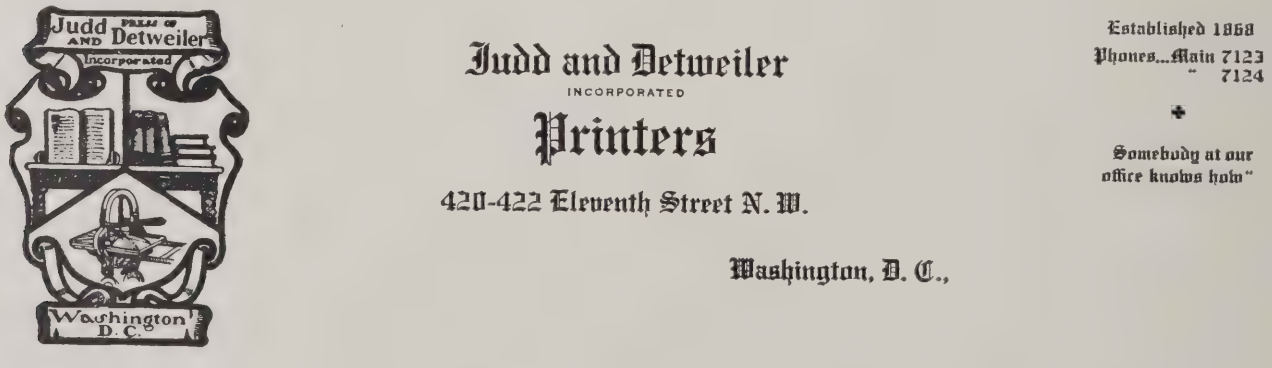
THREE DAYS ON EARTH.

(Copy of Telegram)
Ad Sense Co., Chicago, Ill.

Miss Leota Wilma Cresmer arrived today on Stork Express. Forgot trunk and clothes, but we fixed her out. She will stay with us for the next twenty-one years or so.

WILL CRESMER,
Western Manager Williams & Lawrence Special Agency.
Representing Milwaukee *Sentinel,* Minneapolis *Times;* Kalamazoo *Gazette,* Fresno *Democrat,* Reading *Eagle,* Los Angeles *Times,* Saginaw *News,* Wichita *Beacon,* Troy *Times,* Sioux City *Tribune,* Wheeling *Register,*
and for the present,
MISS LEOTA CRESMER.

All the world loves the father of a new baby, and can stand a little of his enthusiasm, even in an advertisement.



No. 11

THERE'S A SPECAL REASON.

We have all read that "There's a Reason," whether we believed it or not, but the *Dry Goods Review,* of Toronto, Canada, is doing considerable advertising to show that there's a *special reason.* Here (12a) is how this is brought out on a mailing card. And here (12b) is the center of an enormous mailing folder, which has on its address-part a rough but strong drawing to illustrate the phrase, "Hammer home the reason." This should prove to be good follow-up publicity, the "talk" being decidedly good. On the card,

the rules and "I" of the initial are orange, and the remainder black. On the folder, which is on light-brown cover stock, the big rules and the initial piece,

IF you had to get up before a **convention** of Canadian drygoodsmen, and tell what excuse you had for expecting them to trade with you, in preference to your competitors, what would you say?

Your future standing in the trade would depend upon the strength of your argument. The strength of your argument would depend upon just how thoroughly you proved the **individuality** of your house and goods.

Which brings us back to that **special reason** why a certain number of retailers buy from you instead of someone else in the same line.

Have you figured out yet what that **special reason** is?

Better do it—**right now.**

That **other hundred** merchants whom you **could** sell, if they only had that special reason presented to them, are undoubtedly readers of The Dry Goods Review and can be reached very economically.

Start and tell them your story in the Special Fall Number of The Review. **Give us the points and we'll write it for you.**

Copy must be in by **June 23th** to insure insertion in this number. We would advise you to reserve space **now.**

Rates for Single Insertion: Full page, $35; half page, $20; quarter page, $12; eighth page, $8.

12a

all but the "A," are in the orange. The work-mark on the back of the folder is shown as 12c. Evidently the lines are not a part of the original design, but they are in good keeping with the style of typography of the rest of the folder.

* * *

NEW FACES OF STRENGTH AND STYLE.

It was a long time since Barnhart Bros. & Spindler sent me anything, but the other day I received several booklets from there which are very fine. One booklet is largely devoted to author's Roman, and a grand face it is. I would not go so far as to say it is "the noblest Roman of them all," but it is certainly a strong and pleasing face. This booklet is bound in the center of a larger one which treats of Old Roman Semitone as well as Author's Roman. By the way, Au-

A CERTAIN number of retailers buy from you in preference to your competitors, because there is a special reason why they should

Have you ever figured out just what that reason is

If it earns for you the trade of 100 merchants, why shouldn't it draw the trade of 100 more if forcibly presented to them?

The trouble is you don't keep that special reason working hard enough.

It should be the biggest hustler on your selling staff.

You ought to keep it constantly, unfringly, persistently on the jump, in and out of every dry goods store in Canada, making new friends and developing new accounts

The Dry Goods Review can do that for you—and very economically. It's on terms of friendliness with the best accounts in every section of the country. Therefore, it's in a position to present your reason with a good deal of weight. You require our assistance for this purpose because we get close to the merchant

If you'll figure it out and tell us what that special reason is—for there must be one—we'll write you some advertising that will hammer it home to that other hundred retailers you *could* sell if they only knew about it.

The big Special Fall Number of The Review will go into every store from coast to coast. Non-subscribers as well as subscribers will get a copy.

Think what an effect your advertisement would have in this number if it were based on that special reason!

Let us show you how an expert advertising man with a knowledge of the dry goods trade would work out the idea. It's perfectly feasible.

The Special will be out July 1. We are getting in copy now

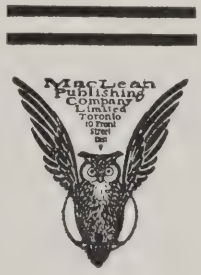
RATES:

1 Page, one month	-	$35.00
½ " " "	-	20.00
¼ " " "	-	12.00
⅛ " " "	-	8.00

Ask for yearly rates

12b

thor's Roman seems to be a fine type for embossing, judging from the beautiful white die-stamped and embossed cover to the smaller booklet. Another large



12c

booklet is devoted to Old Roman Black and Old Roman Semitone, beautifully composed.

* * *

"HALFTONES BEAUTIFUL."

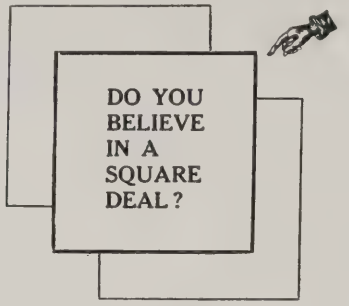
A folder issued by the Blomgren Engraving Co., Ravenswood, Ill., bears the name, "News to All Interested in Halftones Beautiful." There are four halftones of paintings, pasted on the gray cover-stock, and they are surely beautiful. A price list is also pasted

on. "Our Prices," says the folder, "should prove to be as attractive as Our Halftones." They surely should.

* * *

THIS SHOULD BRING THE MONEY?

A unique dun is that of the little four-page folder of Nolan Bros., Brooklyn, N. Y. The cover contains



No. 13

this design (13), and the inner message as follows:

The time, car-fare and postage expended in our efforts to collect this bill have taken the profit out of your work.

Kindly remit, or state when you will.

And oblige,

NOLAN BROS. PRINTING HOUSE.

* * *

ABOUT A GOOD PRINT SHOP AND A GOOD PRINTER.

Ah, yes, it certainly is good
To hear again from J. A. Hood.

I got J. Albert Hood's booklet, "About a Good Print-Shop," all right. It's a good while since I heard from that good printer, and good fellow, and it's good to

A Talk About Printing

And a New Print Shop

¶ *There is a new printing plant in Asbury Park, with a down-to-the-minute man, with whom you are all familiar, at the head of it.*

¶ *It is not established to "fill a long felt want." It is only the realization of a desire of the owner to conduct a shop of his own to produce advertising matter of the uncommon sort—brains mixed with type, ink and paper.*

¶ *There are printers who do printing solely for the sake of gain. Their output bears the impress of mediocrity. It is commonplace and unattractive and quickly finds its way to the waste basket.*

¶ *Then there are printers who, possessing a keen sense of the artistic, dress your advertising matter in proper clothes. While they print for profit, yet their work is a pleasure to them and they put the result of years of study into every piece of printing they turn out. Their product is distinctive and is given that touch that makes it so different from the other fellow's work. It attracts the eye and is almost invariably preserved, just what you are seeking in sending out your printed matter.*

¶ *It is the aim of the Hood Art Press to do the uncommon kind of printing, the kind that will be picked up and read, whether it is a card or a pretentious booklet.*

¶ *If you are seeking ideas as to your printed matter, no matter what it may be, I have a fund of them on tap, which are at your disposal*

¶ *Take a hint from Aurelius "Things that have a common quality ever seek their kind," and let me show you how I can improve your next piece of printing.*

¶ *My prices are moderate, and I make delivery promptly on the day promised These are important items.*

¶ *I would like to execute your next order for printing, of whatever description it may be.*

¶ *You will be more than pleased*

The Hood Art Press

J Albert Hood, the Progressive Printer
Seven Hundred and Nineteen Bangs Avenue
Asbury Park, New Jersey

14a

realize he wasn't mad at my persiflage. Good! The two inner pages of the booklet are here shown. The margins are very tasteful. In the center there's the knot of the green silken cord which binds the booklet. There's a lower-case "u" where an "n" should be. This reminds me that a man I did a job for lately called me down because he thought the most bizarre of the two Roycroft lower-case "u's" was an "n" upside down.

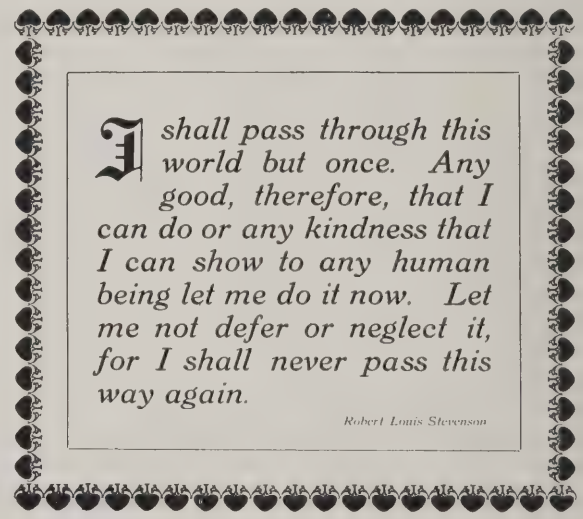
The "de-light-ed" gentleman on the blotter I have numbered 14b is a cerulean line—but I don't believe

I would be "de-light-ed
to do YOUR printing

J Albert Hood
Maker of uncommon things with type, ink and paper
Of The Hood Art Press
719 Bangs Avenue, Asbury Park, N. J.

14b

"Teddy" was ever blue in his life. Here (14c) is a card, border in bronze, initial in red, paragraph-mark



I shall pass through this world but once. Any good, therefore, that I can do or any kindness that I can show to any human being let me do it now. Let me not defer or neglect it, for I shall never pass this way again.

Robert Louis Stevenson

Printed and passed along in appreciation by
The Hood Art Press
719 Bangs Avenue, Asbury Park, N. J

14c

in fawn, remainder in black. I had an idea that some other sweet soul than Robert Louis wrote that reso-

J.
ALBERT HOOD

Maker of Publicity

ASBURY PARK
NEW JERSEY

14d

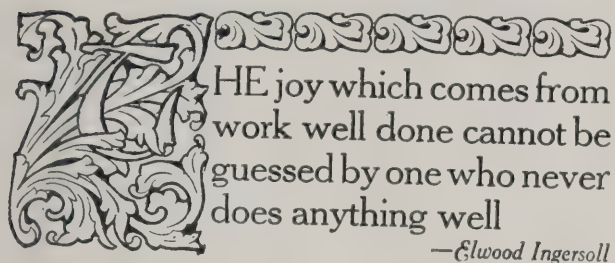
lution, but maybe Mr. Hood is right. It's good enough to be Stevenson's, anyway. And here (14d) is Mr.

Hood's card. Rather different from the ordinary. I always thought Mr. Hood ought to run a print-shop as well as a newspaper and an annual baby show.

* * *

THIS MUST HAVE BROUGHT THE WORKMAN JOY.

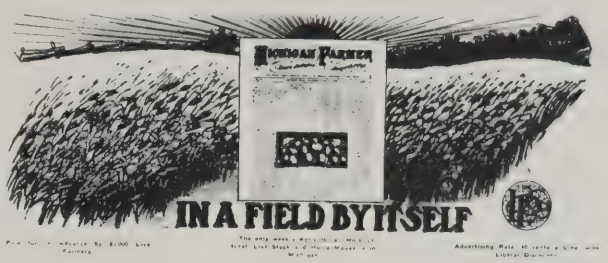
This (15a) is a brown slip with the "T" of the initial embossed. It is the work of a worker who does his work well, and his name, it is Stutes of Spokane.



15a

GOOD USE OF AN OLD PHRASE.

The blotter of the *Michigan Farmer*, Detroit, Mich., (17) has a decidedly apropriate design for an agricultural paper, that really does appear to be "in a field by itself."



No. 17

Executive Committee
W. H. DAYMUDE, President
A. W. JONES, Vice President
W. W. ROGERS, Librarian
PROF. N. A. KRANTZ, Director
G. B. DRESHER, Sec'y and Treasurer
Phone Riverside 112

Organized "to promote and foster a love for male chorus music"

The Spokane Male Chorus

HEADQUARTERS
ASSEMBLY ROOM, CHAMBER OF COMMERCE
HUTTON BUILDING

Spokane, Wash. _____ 190__

15b

Here (15b) is a letterhead of Mr. Stutes' design whose arangement and whiting-out is a little of the "different" order.

* * *

AND YET AD SENSE HAS GONE UP NOW.

I have had the booklet, "Going Up," issued by Jones & Speer, who used to publish that excellent monthly, *Ad-Sense* in Chicago, for some years—strange I've never received it before. Here's the cover (16). A good deal of the booklet may appear to some to be "too darned funny," but there are some articles on advertising which are serious enough, and still are bright. A series of write-ups of prominent papers contain this little notice, which is cleverer than anthing I have written for this department.

No. 16

OHIO, NEW YORK AND PENNSYLVANIA EDITORS COMING TO CONVENTION BY THE LAKES.

B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—In answer to your request of July 2, I enclose a full list of N. E. A. delegates from the Buckeye Press Association.

Last February, you will remember, the three Ohio Associations—Hocking & Ohio Valley, Ohio Editorial and the Buckeye Press combined under a new constitution, and hereafter will be known as the Buckeye Press Association of Ohio.

A union meeting of the Buckeye Press Association and the Ohio Associated Dailies is scheduled for Hotel Victory, Put-in-Bay Island, August 12 to 15. A number of the N. E. A. delegates from New York and Pennsylvania on their way to St. Paul, will be present at this meeting. At the close of this meeting it is expected that all N. E. A. delegates will sail for Duluth and then on to St. Paul. Arrangements for their transportation over the lakes is now being completed.

We anticipate a large attendance from Ohio at St. Paul this year, and all are looking forward with great pleasure to the excellent program of entertainment being prepared for them at that beautiful and hospitable city.

Trusting I may have the pleasure of seeing you in August, I am,

Very truly yours,

CHESTER E. BRYAN.

WHERE PUBLICATIONS ARE MADE BY THE WHOLESALE

BY E. S. HANSON.

DO you have any idea who prints the thousand and one publications which you buy from the news-stands, which you get through the mail, or which you see about you on every hand? Who looks after the mechanical end of all these weeklies and monthlies, which are becoming more numerous with each change of the moon? Is there a new shop brought into existence each time a new periodical is born?

These are questions which I myself used to wonder about, and I have no doubt there are a great many other readers of the NATIONAL PRINTER-JOURNALIST who would like to go with me and see where and how some of these publications are worked into type and paper, and made ready for public consumption.

We must, then, first of all make the discovery that very few of these publications have a "back room" of their own where the mechanical work is done. For one thing, they are conducted by men of highly specialized training as publishers, and editors, and advertising men, rather than printers. They emanate, for the most part from the large cities; and the city does not care for the all-around man who can write a spirited "leader," go to the case and set it up, induce Slow Poke & Co. to advertise, write the copy for them, put it in type and then run the whole thing through the

Mr. F. H. Hall

press. The city demands men who will perfect themselves each in a particular line. And so you will find plenty of men connected with these publications who couldn't tell the difference between an em quad and a piece of wood furniture.

Again, these publishers usually occupy offices in buildings where space is too valuable to be used for mechanical purposes. Many of the buildings would not allow machinery, and benzine, and the noise and dirt incident to printing, to be brought in, even were the publisher willing to pay the price.

And for another thing, what is to keep men, and linotypes, and presses busy during the long interim between the weekly and monthly press days? Shall the organization leave its particular field and go into the job printing business, or shall the machine be allowed to stand idle a good share of the time, and a working force picked up as needed?

So this work is turned over very largely to firms who print, and do nothing else. General job printers, some of them are, while others specialize very largely in this class of work, possibly carrying along one or two other lines to keep a permanent organization.

It is about one of these specialized print shops that I want to tell the readers in this article—one which I have seen more or less of in the past two or three years, until I have come to know something of its workings and appreciate the thoughtful and intelligent manner in which its systems and economic problems are worked out.

It may add a personal interest to this story to say that the shop I am about to describe is that of Rogers & Hall Co., 132 Market Street, Chicago, of which L. C. Rogers and F. H. Hall are the active managers and owners. These two men are admirably fitted to work advantageously together. Mr. Hall is a well

On the Stones

Proof Room

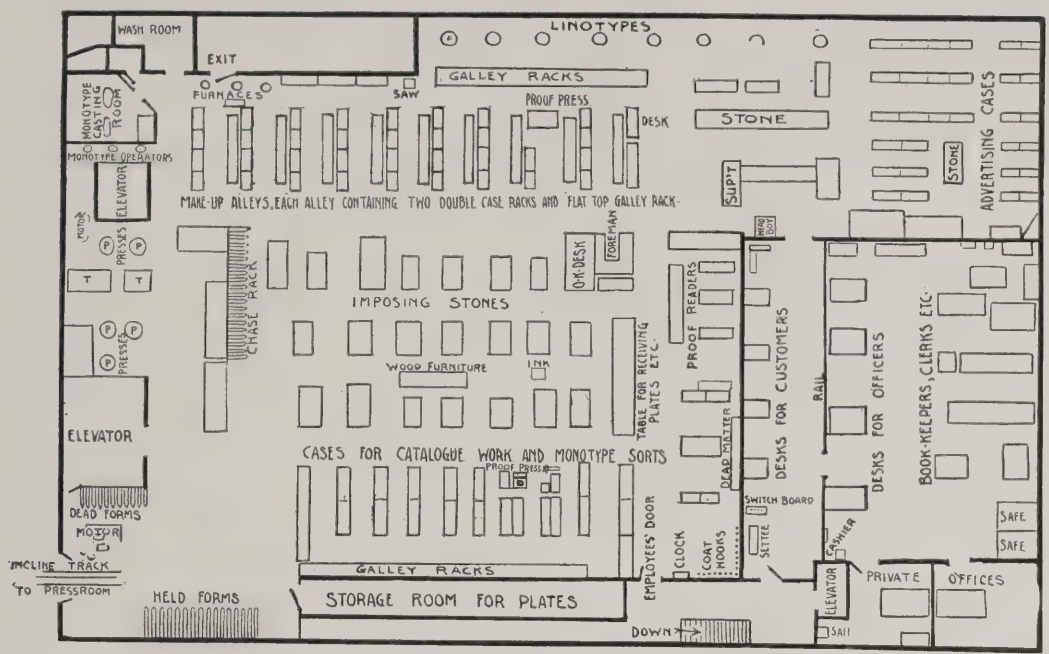
Make-up Alleys

Superintendent's Desk

Advertising Alleys

trained and experienced man of business, with a special fitness for the duties of a sales manager. On him devolves the task of getting in the work which will keep up the constant click of the linotype, the whir of presses, and the activity of a full quota of men. Mr. Rogers is the financial man, and experienced in accounting, credits and systematizing. He has so organized the production end of the business that it can take the work as it comes in, carry it through ex-

peditiously and to the satisfaction of the customer, and at the same time show an adequate margin of profit. These two men put in as long hours as any of the employes who ring in and out on the time clock. They are right there to look personally after the interests of their customers and to decide on the instant the questions which only the owners can determine upon. There are no directors, stockholders or non-resident owners to be consulted when matters of large moment come up for settlement.



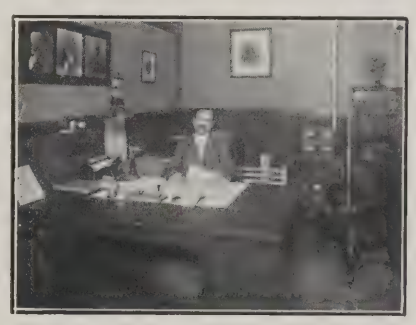
General Plan of Office and Composing Room

It would scarcely be proper for me to tell all the methods by which the problem of economical production is solved in this shop, even were I able to do so. These things have been worked out by these men through years of study and experience, and they should be entitled to the advantage of them. Such things are, too, very largely a matter of men. Two others might adopt identical methods throughout, and yet not carry them through to success. Personality, the mastery of detail, the making of a system into a servant rather than allowing it to be a master—these are some of the indefinable things which cannot be told.

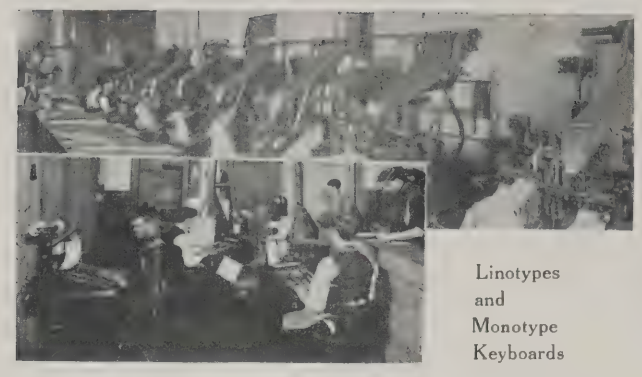
There is, however, enough to tell about this shop to give the average printer and publisher plenty to think about. And, to express the matter first in a general way, the principal thing which impresses one is the manner in which the whole business of the office centers about the desk of Mr. Rogers himself. He can turn to his little red book, for instance, and tell you just how many ems of linotype matter a particular operator set on Monday of last week—and on Tuesday, and Wednesday, and all other days. And if the average does not come up to what it should, the head operator is called into the office and asked for an explanation. Possibly this man has put in an unusual amount of time making corrections; but if so the work of other men should shown a gain, because of being allowed to devote all their time to piling up a "string." But the next week this man's work will be noted with more than ordinary care. The heads of departments are not inclined to make excuses for incompetent men. In the first place, they know that such a course would be of no avail, and in the second place, the spirit of the shop is such that each man wants to see his department make as good a showing as possible in the general resumè of the business.

The other departments likewise come to this desk for final review and are recorded in the little book. If Press No. 15 has fallen down on its average, the manager knows it and is very apt to ask an explanation of the press-room. And likewise, if an ad man puts in more than a justifiable amount of time on setting an ad, he is likely to discover that the fact is known and recorded at headquarters.

The office insists that all instructions on every job shall be in writing, hence the order ticket is an elaborate affair. The workman is strictly accountable for carrying out the instructions on his ticket, and for that only. One man's experience of trying to excuse a blunder by saying that "So-and-so said that was the way it was to be done," usually will serve to teach a large contingent of workmen that "if it's not on the ticket, it isn't so." There are two classes of tickets used, those for gordon work and those for cylinder work. As the later constitutes by far the larger part of the work of the shop, it is the only one here illustrated. It consists of even parts, which are stitched together along the top edge, with perforations on the department tickets so that they can be torn away from the main ticket. These different parts in their order



Mr. L. C. Rogers



Linotypes and Monotype Keyboards

are (1) the main or general ticket, which contains a resumè of all the instructions, and which is retained by the superintendent; (2) composing-room instructions, including linotype and monotype work; (3) stock instructions; (4) cylinder press instructions; (5) gordon instructions; (6) folding machine instructions; (7) bindery instructions. These are of different colors, so that their proper distribution to the different departments is easily effected, as well as making it not difficult to sort out the particular ticket wanted, in case it is needed for reference.

The tickets are made out as soon as the first copy comes in. The tickets for the various departments are then detached and sent at once to the heads of those departments. Each man thus knows what is on the way to him, about when he may expect it, and when it has to be out. He can thus plan his work ahead. Any man who has worked in a large shop knows what an advantage this system has over the plan of sending the ticket with the job. Under the latter plan an incident like this is likely to be of all too frequent occurrence: A job which must be delivered to the customer tomorrow night is sent down to the pressroom this morning, accompanied by the ticket. The superintendent of the press-room soon comes up looking very much perturbed. He let two of the men go last night because work seemed to be slacking up, and the presses now going have long runs on them. Neither is the stock ready in the stock room. The adjustment of these things is accomplished only at the expense of a considerable percentage of lost motion. And tomorrow when the job goes to the bindery, it will probably find some of the girls taking a holiday and the trimmer taken apart for repairs. All these losses the customer has ultimately to pay for, or else the printer goes out of business.

The distribution of the tickets beforehand does away with all this uncertainty. The head of each department takes these tickets as they come to him and arranges them alphabetically in a case in front of him. He then knows what to expect and can be prepared for it.

In fact, preparedness is one of the watchwords of this place which I am describing. Here is another example: It was Saturday afternoon, as I sat with Mr. Rogers in his office, and on the desk in front of him was a schedule of the work to be done for the succeeding three weeks. The first week showed each department having practically all the work it could take care of; the second week was not so detailed, and the third still more indefinite, but the facts so far as known served to point out the lines along which endeavor must be spent.

Suppose, for instance, the schedule shows that week after next the linotypes ought to clean up everything in sight about Thursday noon. This fact is communicated to the sales department, which at once brings pressure to bear to get work which includes a large amount of straight composition. On the other hand the schedule may show that at a certain time the presses will be low on work. This may be towards the last of the month, at the very time when the copy is coming in for the "first of the month" publications, so that the linotypes will be busy, as will also the ad

ORDER TICKET
(Cylinder Work)

Job No. ....190..
For .....
Address .....
(1 blank line)
'Phone .....
Person in Charge of Work..
Order Taken By.....

Description
(As Ordered)
(4 blank lines)

Submit Style Page to.....
.....Date .....190..
Proof to .....
..... 190..
Proof Returned.....190..
Job Wanted.....190..

Job Room
Size of Type Page.....
Size of Paper Page.....
(8 blank lines)
.....Imprint on Proof....

Linotypes
(4 blank lines)
Electrotyping
(3 blank lines)
Customer's Property .....
How Many Plates.....
Our Property .....
How Many Plates.....

Cylinder Presses
(5 blank lines)
Gordon Presses
(4 blank lines)
Folding Machines
(4 blank lines)
Binding
(4 blank lines)
Paper Stock
(2 blank lines)
Cut for Printing.....
.....Here .....
Ink
(3 blank lines)
.....Here .....
Shipping
(6 blank lines)
Terms .....Credit..
Disposition of Electrotypes
(3 blank lines)
Description
(Of Order as Completed)
(4 blank lines)
Remarks
(4 blank lines)

COMPOSING-ROOM INSTRUCTIONS.
(Cylinder Work)

Job. No. .....190..

Description
(3 blank lines)

No. of Pages, Inside..Cover..
No. of Pages to Set.....
Machine .....Hand....
Plates Furnished .....
Size of Type Page.....
Size of Paper Page.....
Proof Wanted..Job Wanted.
Proof to .....
Electrotyping .....
Customer's Property.....
How Many Plates.....
Our Property .....
How Many Plates.....
Inside Stock .....
Cover Stock.....
Lockup Instructions.....
(3 blank lines)
Style of Binding.....
(1 blank line)
Disposition of Electrotypes.
(3 blank lines)
Remarks
(2 blank lines)

STOCK INSTRUCTIONS
(Cylinder Work)

Job No. ....190..
Description
For Whom — No. Copies — No. Pages—Describe Job.
(3 blank lines)
Paper
From Whom — No. Rms. — Size—Weight—Quality.
(5 blank lines)
Cutting
Regular or Music Fold
(3 blank lines)
Deliver to .....
Date .....190..
Delivered .....190..
Trimming
Size—Extension Cover—Saddle Stitched—Side Stitched.
(3 blank lines)
Shipping.
(5 blank lines)
Return Electros....Credit...
Remarks
(4 blank lines)
Upon arrival of paper fill out below and return this ticket immediately to Supt. for complete instructions.
Paper Arrived Date....190..
O. K. .....

The Seven Parts

and make-up men. At this point some one on the sales force recalls a proposition he has up with a mail order firm to print a big edition of catalogues from plates, and a special effort is made to close this up in the meantime.

Each department is thus kept with its full quota of work, so far as prevailing business conditions will allow; and in addition to this the condition of the shop can be accurately gauged for some time ahead, so that no promises will be made to customers which are impossible of fulfillment.

When the work is completed and the tickets all get back to the office, the charge ticket is made out. This is reproduced herewith and is worth a careful study. Take for instance, the work under job composition. The cost of these items as shown by the tickets, with the exception of alterations, is put down in the short box column and totaled in the column headed, "Cost." Under it is put the alteration cost. This is kept separate in order to be itemized separately in the bill. To the items in the "Cost" column is added a certain fixed per cent, and this amount is put over in the "Charge" column. Each of the two columns is then added and the totals put down below. This much is done by clerks in the office and the charge ticket then goes to Mr. Rogers for the final adjustment of the charge price. If a price has been made the customer before the work was undertaken, that, of course, has to stand, even though it may vary from the total in the "charge" column. Such variations are either added as profits or subtracted as losses, according to which way the variation may be. That is the meaning of the items "Profit added" and "Loss substracted." They do not represent either a normal profit or an actual loss. Let us suppose a case: A job figures up to $76.25 in the cost column, and to $92.75 in the charge column. The difference of $16.50 represents, we will say, the normal profit which the company expects to make on such a job, figured at the regular

A Corner of the Press Room

percentage, though as a matter of fact I do not know what percentage the company uses, and these figures are merely given for illustration. If, however, a price of $90.00 was made to the customer, the difference of $2.75 is put down opposite "Loss subtracted," thus making the profit on the job only $13.75 instead of $16.50, as it should be.

In looking over the various tickets on the job, the fact may also come to light that an incompetent extra man has put in more time than necessary on some part of the work, or that time spent in accidental delay has been charged to the job. In justice to the customer, this must not be allowed to go through, and it, also, goes down as "Loss subtracted."

This establishment also does a large amount of catalogue and general book work, utilizing the full capacity of its organization. On specialized work such as publications, it is not practicable to pick up very many extra men for rush time, such as toward the first of the month when a large number of monthly publications have to be gotten out. There are so many variations of style on the different publications, and so

CYLINDER PRESS INSTRUCTIONS

(Cylinder Work)

Job. No. ....190..

Description

(3 blank lines)

Copies Wanted.....

Number Printed .....

Number of Forms Run.....

(2 blank lines)

Number Impressions Run...

Ink

(4 blank lines)

Paper Stock

(5 blank lines)

Presswork

(5 blank lines)

Deliver to.....

.....Date .....190..

Delivered .....190....

(3 blank lines)

Remarks

(4 blank lines)

GORDON INSTRUCTIONS

(Cylinder Work)

Job No.... Date....190..

Description

(4 blank lines)

Number Copies Wanted.....

No. Pages Inside.....

.....Size.... Binding.....

Number Forms .....

Number Impressions.....

Number Printed.....

Ink

(4 blank lines)

Paper Stock

(5 blank lines)

Gordon Presswork

Side or Saddle Stitched—

No. Pages.

(4 blank lines)

Deliver to .....

....Date .....190..

Delivered .....190..

(2 blank lines)

Remarks

(4 blank lines)

FOLDING MACHINE INSTRUCTIONS

(Cylinder Work)

Job No. ....190..

Description

(4 blank lines)

Copies Wanted .....

Number Folded .....

Number and Fold of Forms Folded .....

(2 blank lines)

Size .....

Binding .....

Folding

(5 blank lines)

Deliver to .....

(1 blank line)

.....Date .....190..

Delivered .....190..

(3 blank lines)

Remarks

(11 blank lines)

BINDERY INSTRUCTIONS

(Cylinder Work)

Job No. ....190..

Description

(4 blank lines)

No. Copies Wanted.....

No. Copies Bound.....

No. Forms .....

Binding

(9 blank lines)

Deliver to .....

.....Date .....190..

Delivered .....190..

Remarks

(14 blank lines)

of the Job Ticket

CHARGE TICKET

JOB No. ..... 190.

Name .....

Address .....

Description .....

	COST	CHARGE
Paper		
Ink		
Electrotyping		
JOB COMPOSITION:		
Job Work		
Add for Distribution		
" Proofreading		
" Superintending		
" Errand Boy		
Extras		
Job Composition Alterations		
LINOTYPES:		
Ems Set		
Add for Distribution		
" Proofreading		
" Galley Boys		
" Superintending		
Extras		
Linotype Alterations		
CYLINDER PRESSWORK:		
Makeready		
Feeding		
Watching		
Jogging		
Handling Stock		
Extras		
Cylinder Alterations		
GORDON PRESSWORK:		
Makeready		
Feeding		
Jogging		
Handling Stock		
Extras		
Gordon Presswork Alterations		
FOLDING MACHINE		
BINDING:		
Girls' Time		
Add for Cutting and Trimming		
" Handling Stock		
" Delivering		
Extras		
CARTAGE		
TOTAL		
Profit Added		
Loss Subtracted		
CHARGE CUSTOMER		

MAKE OUT BILL AS BELOW:

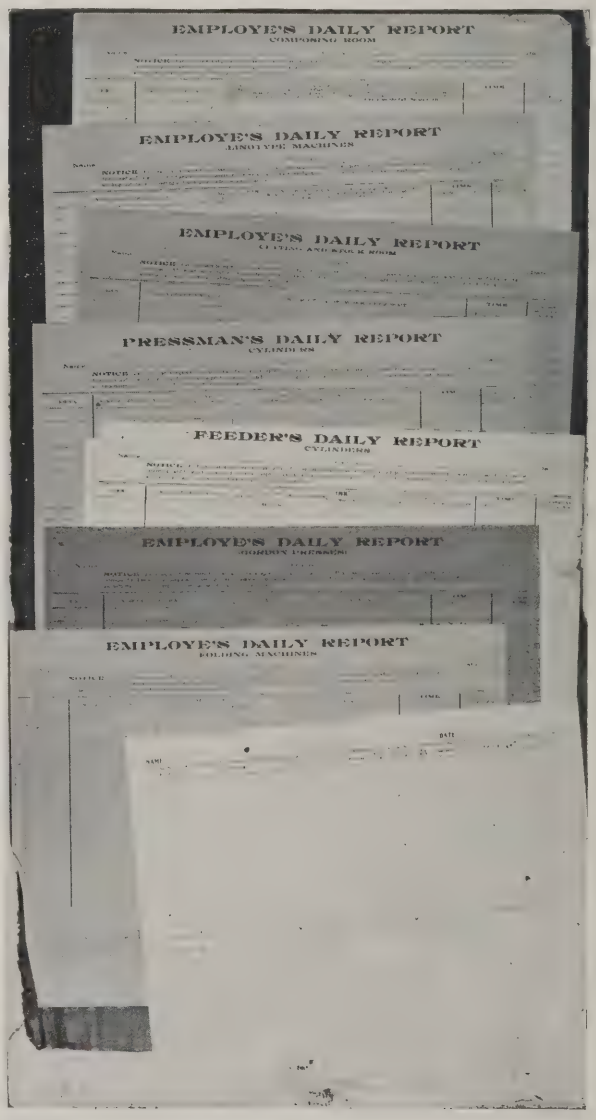
many things which the workman must be familiar with in order to get ahead advantageously, that it is a necessity, in order to serve the publishers economically, to keep the same working force intact from month to month. So the sales force is constantly keeping a line on book and catalogue work which can be brought in as the capacity of the shop may demand.

A catalogue is, after all, very much in the nature of a periodical, coming out with more or less regularity at quarterly, semi-annual or annual intervals, and many of them following the same style from one issue to another; this class of work therefore fits very admirably into this organization, going in as a part of the routine and coming out on the appointed day as promptly as a magaizne. In the company's vaults are stored plates for thousands of different catalogue pages, with the make-up of which some of the workmen are just as familiar as the publishers of the catalogues themselves.

When a new publication comes into the shop, some one man in the composing-room is expected to familiarize himself fully with all its details. He knows all the special "kinks" of style which that particular publisher wants, takes care of the cuts as they come in, keeps the ads and standing matter on the boards and racks which have been assigned to them, so that they can be readily found, and has charge of the reglets, column rules, and furniture which have to be cut for this publication. He makes it up when the time comes, and puts things in their proper place after it is torn down. Each of these men will have several publications over which he will have special charge. The publisher thus gets all the advantages of having a shop of his own in which to get out his paper, with the added advantage of having to take no thought as to keeping the men busy, when the publication does not occupy their time.

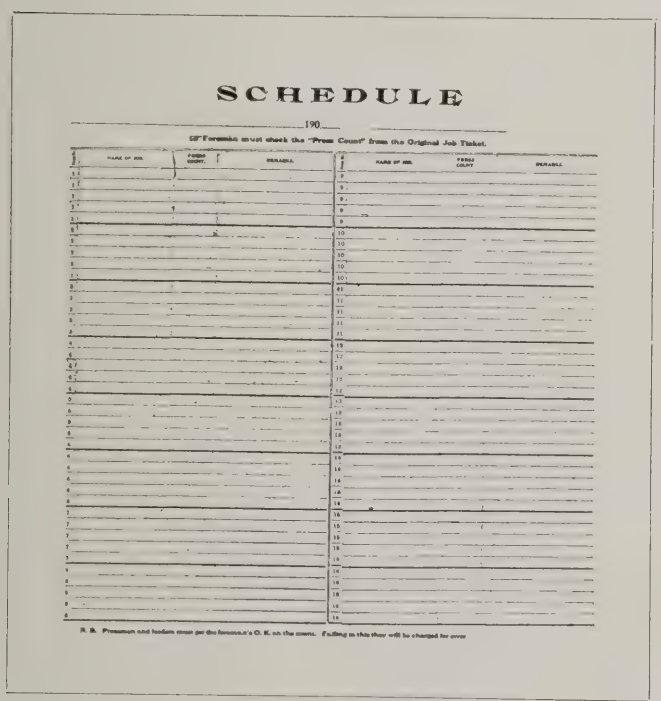
In each department of the shop, copies of the various publications are kept on file to be consulted as to style. The men seldom find it necessary to refer to these, however. They are thoroughly familiar with the work, and can tell you offhand that on a certain paper credits must not be set in italic, or that So-and-so will not "stand for" open type in his ads.

The composing room is on the second floor of the building, and is 100x150 feet in dimensions. It is shown in the accompanying diagram. The other departments are not directly under the composing-room, but occupy an adjoining section of the building, con-



Scenes in the Folding, Binding and Mailing Departments

nected by a stairway. Down this stairway a track has been installed, on which a cable car, operated by a motor at the top, carries forms up and down. The first floor below is the stock room and bindery, including also a fireproof vault for the storage of plates belonging to customers, in addition to the room for this purpose on the composing room floor. Still further down is the press room, but the building is so located that, although two floors below the composing-room, it is still entirely above ground. Here are sixteen presses running night and day. Almost ceaselessly they run, turning out hundreds of thousands of pages of periodical literature every night as well as



SCHEDULE

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Foreman's Schedule

every day, so that the editor who puts his final "O. K." on his proofs before he goes home at night, can have a complete copy of his publication laid on his desk soon after he gets to the office next morning.

RED WING'S HOME COMING.

THREE DAYS, SATURDAY, SUNDAY AND MONDAY, AUGUST 22, 23 AND 24, 1908.

THE DESIRABLE CITY'S BIG FETE—INCLUDING ENTERTAINMENT OF NATIONAL EDITORIAL ASSOCIATION —MAGNIFICENT PROGRAM PLANNED FOR THE ENTERTAINMENT OF RED WING'S VISITORS—ACCOMMODATIONS ARRANGED FOR 2,000—EVERY FORMER RESIDENT OF RED WING, MINN., STRONGLY URGED TO ATTEND.

Red Wing, Minn., "The Desirable City," always plans things on a big scale. This time she plans something bigger than has ever been attempted by a city of her size. The Red Wing Home Coming, Saturday, Sunday and Monday, August 22, 23 and 24, will be the biggest celebration of the kind that has ever been undertaken, and a splendid program is being arranged for the entertainment of her visitors. The program includes a free excursion on the Mississippi River on a chartered steamer and barge; a big reception at the Armory, a public meeting at the Auditorium, at which a number of well-known speakers will give short discourses; a concert; free tours of Red Wing and vincinity by automobiles; and all of the launches in Red Wing, numbering over 200, will be pressed into service to give her visitors a free regatta on the Mississippi River. These are just a few of the plans which the committee is formulating for the entertainment of Red Wing's guests and the pleasure of her citizens during the three days set aside for her big celebration.

About four thousand invitations are being sent out and every former resident of Red Wing, whether receiving a mailed invitation or not, is heartily invited by the people of Red Wing to attend. All those who can plan to be present are urged to notify R. G. Taber, Secretary of Red Wing's Home Coming, that arrangements may be made for hotel accommodations, etc. It is expected that the number of visitors will reach two thousand.

PRESS PASS GOOD IN GEORGIA

ONLY ONE ROAD IN THE STATE TAKES STAND AGAINST THE COMMISSION'S RULING.

Atlanta, Ga., July 17.—The Georgia Railroad Commission has ruled that newspapers in the state may accept transportation in exchange for advertisements. This is of interest in view of the ruling of Judge Kohlsaat of Chicago that such contracts are not legal. The Georgia railroad has declined to enter into contracts of this sort, but it is the only line under control of Georgia's laws that has taken this stand.

NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

437 FIFTH AVENUE, NEW YORK CITY

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office
BENJAMIN S HERBERT . . . . . Secretary

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d

FOREIGN SUBSCRIPTION AGENTS—International News Company, Bream Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London E. C.; G G Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER JOURNALIST COMPANY by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, AUGUST, 1908

This might be named "an association number," but associations are important and deserve study as well as encouragement and attendance.

* * *

The editor, publisher or printer, who can not find more than two dollars' worth of practical value in this August issue of the NATIONAL PRINTER-JOURNALIST by a study of the examples, experiences, suggestions and methods given and the facts stated, and the principles enunciated, is too dull to be either an editor, publisher or printer or else he is wise above all men of his generation. If any one will study, and put into practice, the instructions contained, as indicated, in this one issue, for one year and then honestly say that he has not received ten dollars in benefit, we will send him the NATIONAL PRINTER-JOURNALIST for five years free of charge.

* * *

A week of unsurpassed pleasures, as well as of broad instruction, is in store for all who attend the N. E. A. Convention at St. Paul. Besides this, railroad and hotel rates have been made so low, and entertainments so generous and numerous, that, notwithstanding the required payment of railway fare in cash, the actual cash expense of attendance will not be greater than on former years, while more than ever before, attendance this year will be a liberal education. The climate of Minnesota, with its lakes and rivers, is cool and envigorating, after the middle of August. It will be a good time to get out of the heated cities of other sections to enjoy the salubrious air of the North Star State, and to experience the invigoration of mind and body. The fare, to those who take the special train on August 16th will only be $5.75 between Chicago and St. Paul.

* * *

Every live question that affects printing and newspaper making will be considered at the St. Paul convention, August 17th to 24th. The subjects to be discussed and the names of the able men, who are to present the same in carefully prepared papers, are given in the pages immediately following. Every editor should study these subjects and be prepared to give his own views. A square deal in prices of paper; comprehensive and harmonious libel laws for all the states; a just enforcement of postal regulations, as well as advertising, in its different phases and management, and the relation of newspaper publishers to advertising agents; the successful conduct of daily papers; the building and management of newspaper and printing offices, and the building up the business therein, are all matters of vital importance, as are the movements for the education of printers and newspaper makers, and the methods of making the National Editorial Association and State organizations more effective and mutually helpful. These are all on the program for consideration, this year, with many other matters, the able treatment of which, by printers, editors and publishers of broadest experience and closest observation, will prove of inestimable value.

HON. R. E. DOWDELL, ARTESIAN, SOUTH DAKOTA

THIRD VICE-PRESIDENT, N. E. A.

Hon. R. E. Dowdell of South Dakota, has been, for many years, one of the active members of the Executive Committee of the National Editorial Association and a regular attendant at the conventions. He is an earnest man of strong convictions, which he is ever ready to defend.

At the June primaries, this year, he was nominated for Congress in his district, by a larger numerical vote than that given to any other man in his state.

He owns and is associated in the publication of three newspapers, the Sanborn County *Advocate* at Artesian, the Woonsocket *News* and the Letcher *Blade*. At the present time he is president of the South Dakota Press Association and vice-president of the National Editorial Association.

HAS BEEN HONORED AT HOME.

During his more than a quarter of a century of residence in the one county of South Dakota, he has been honored by the citizens among whom he lives, by being elected to many responsible and honorable positions. For seven consecutive years, he was president of the Board of Education. As a member of the South Dakota House of Representatives in 1895, he was brought to prominence by the introduction of legislative enactments, which were then not popular, but which have since then furnished the leading issues of the contending parties, state and national. Among the measures that he introduced, or took the leading part in the defence of, were the

anti-pass bill, a bill for the reduction of freight and passenger rates, an anti-trust law, state control of corporations, government control of railway, telegraph and telephone lines and a joint resolution for the election of United States Senators by a direct vote of the people.

In 1906 he was elected to the state senate by an overwhelming majority, notwithstanding the fact that the county was more than five to one republican. As a member of the last senate, his earnest fight for all reform measures, and his long and hard fight for the success of what was known as the "Dowdell School Text Book Bill," won the approval of his constituency at home, and all observing citizens within the state. Upon his vote hinged the fate of the anti-pass bill, which became a law, and which removed the worst curse the friends of good and honest legislation ever had to contend with.

On national issues he stands abreast of the very aggressive thoughts of his party, bitterly opposed to such measures as ship subsidy and the Aldrich currency bill, he is an avowed and earnest advocate of holding and leasing the public lands valuable for minerals, as the best means of ending the great fuel and iron trusts; he favors a graduated income and inheritance tax, and a law prohibiting the deposit of public funds in banks for stock gambling purposes; for a physical valuation of all railroads, telephone and telegraph lines; increase in service and extension of rural delivery; security of all bank deposits; the issue of all paper money directly by the government, and the establishment of postal savings banks.

Mr. Dowdell was born in St. Lawrence County, N. Y., in 1857. When his father returned from the service at the close of the war, he was imbued with the western fever and, soon after, removed with his family to Dubuque County, Iowa. Here he experienced the usual life of the pioneer boy—the hard toil of conquering the soil and the long walks to the different country schools.

In April, 1877, he located on a tract in the Centennial Prairie five miles from Deadwood, S. D., near Old Crook City. In 1881 he settled on a homestead in what is now Sanborn County, of which county he is still a resident, living at the town of Artesian where he operates his business interests, chief among which is the Dowdell Land Agency. He is also interested in farming and stock raising.

HON. ROBERT EMMETT DOWDELL

PAST-PRESIDENT JUNKIN READY FOR PAST-PRESIDENT'S REUNION.

STERLING, KAN., July 21, 1908.

FRIEND HERBERT:—Please pardon delay in answering your kind note. I have been managing a Chautauqua and haven't had time to think of anything else for several weeks.

I am planning to be on hand at St. Paul and make the trip through Canada, and am anticipting a great time, entirely free from anxiety or worry. I am ready for a past-presidents' reunion or anything else that will add to the pleasure or comfort of the occasion. Did you ever feel like a school boy out for a frolic? Well, that's my condition of mind in regard to the coming meeting.

Our president is Sheridan Ploughe, Hutchinson, Kan., and the secretary your humble servant.

Sincerely yours, J. E. JUNKIN.

PROGRAM TWENTY-THIRD ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION, ST. PAUL, MINN., AUGUST 17-24, 1908

MONDAY, AUGUST 17, 1908.

MORNING.

Busines session in the Old State Capitol, 9:00 to 12 M.

Convention called to order by the President.

Invocation.

Welcoming Addresses—By Governor John A. Johnson of Minnesota, and the President of the Commercial Club, and the Mayor of St. Paul.

Response by Governor R. B. Glenn of North Carolina Press Association.

Reunion and Reports of Members of Executive Committee.—President Varner will make a preliminary report and announce the committees. The Executive Committeeman from each and every Association represented will report as to "What is Being Undertaken or Accomplished;" "Manner of Conducting Meeting;" "Keeping Up an Interest, Securing New and Retaining Old Members;" "What Action is Desired, in any Way, by the National Editorial Association and How It May be Made More Helpful to Affiliating Associations and Their Members":

Alabama—Jacob Pepperman, *Southern Odd Fellow,* Montgomery; Arkansas—W. W. Folsom, *Gazette,* Hope; California, Southern—J. P. Baumgartner, Pasadena; California Press Association—F. W. Richardson, *Gazette,* Berkeley; Colorado—Carl Anderson, *Courier,* Ft. Collins; Connecticut—George C. Woodruff, *Enquirer,* Litchfield; Florida—C. L. Bittinger, *Star,* Ocala; Illinois Press Association—E. A. Sniveley, Springfield; Illinois Military Tract—Will Curtis, *Star-Courier,* Kewanee; Illinois Republican—W L. Jones, *Journal,* Lebanon; Illinois *Democratic*—C. J. Lumpkin, *Enquirer,* Carlinville; Illinois, Woman's Press—Mrs. Rose L. Colby, *New World,* Chicago; Inland Daily—A. W. Glessner, *Gazette,* Galena, Ill.; Indiana, Republican—Will H. Craig, *Ledger,* Noblesville; Indiana, Democratic—A. B. Crampton, *Citizen-Times,* Delphi; Indiana, Southern—W. W. Aikens, *Star, Franklin;* Indiana, Northern—A. D. Moffet, *Daily Record,* Elwood; Iowa, State Editorial—Edgar F. Medary, *Democrat,* Waukon; Iowa, Upper Des Moines—C. D. Helen, *Journal,* Webster; Iowa, Northeast—Harry E. Green, *Public Opinion,* Decorah; Iowa, Southwest—C. M. Junkin, *Ledger,* Fairfield; Kansas, State Editorial—Sheridan Ploughe, *Independent,* Hutchinson; Kansas, Southwest—Will Townsley, *Tribune,* Great Bend; Kentucky—R. R. Perry, *Sun-Sentinel,* Winchester; Louisiana—C. C. DeGraffenreid, *Times,* Shreveport; Maine—C. W. Robbins, Old Town; Maryland, Democratic—Fred G. Usilton, *News,* Chestertown; Maryland, Republican—Vernon N. Simmons, *Morning Herald,* Hagerstown; Massachusetts—George C. Fairbanks, *Bulletin,* Natick; Michigan—E. J. March, *Leader,* Hillsdale; Minnesota, State Editorial—H. C. Miller, *Free Press,* St. Peter; Minnesota, Northeast—W. R. Hodges, *Herald,* Sleepy Eye; Mississippi—F. L. Bellanger, *News,* Jackson; Missouri Press Association—W. R. Painter, *Democrat,* Carrolton; Missouri, Northwest—W. L. Robertson, *Democrat,* Gallatin; Missouri, Northeast—John W. Jacks, *Standard,* Montgomery City; Missouri, Southwest—J. G. Newbill, *Express,* Springfield; Nebraska—W. G. Purcell, *Chief,* Broken Bow; New Hampshire—R. W. Pillsbury, *Union,* Manchester; New England, Suburban—E. H. Pierce, *Journal,* Revere, Mass.; New York—H. J. Knapp, *Advertiser,* Auburn; North Carolina—J. J. Farriss, *Daily Enterprise,* High Point; Ohio, Associated Dailies—W. M. Miller, *News,* Springfield; Ohio, Buckeye—B. F. Gayman, *Times,* Canal Winchester; Ohio, Editorial—J. F. Laning, *Bulletin,* Norwalk; Ohio, Hocking Valley—C. E. Bryan, *Democrat,* London; Oklahoma—C. B. Douglas, *Phoenix,* Muskogee, I. T.; Oregon—Orno Strong, Portland; Pennsylvania—R. H. Thomas, *Daily Journal,* Mechanicsburg; South Dakota—R. E. Dowdell, *Advocate,* Artesian; Texas—J. P. Chambless, *News,* Ennis; Tennessee—E. C. Perry, *Democrat,* Columbia; Utah—S. L. Raddon, *Record,* Park City; Virginia—McDonald Lee, Irvington; Washington—W. A. Steel, Seattle; Wisconsin—Adolph Candrian, *Nordstern,* La Crosse; West Virginia—Melvin G. Sperry, *Telegram,* Clarksburg; League American Pen Woman—Mabel A. White, *Republican,* Faribault, Minn.

If the reports are not completed at this session there will be time for the completion of this order and for any other unfinished business on the Steamer, Saturday morning, during the five hours' ride to Red Wing.

AFTERNOON—STILLWATER, MINN.

Take electric cars at the Old State Capitol at 12 M., for Stillwater. Here the editors will be shown the beautiful city of hills and valleys, noted for the manufacture of threshers, binder twine, lumber and flour.

It is now arranged for the editorial party to leave the place of meeting, the old Minnesota State Capitol building, promptly at 12 on August 17th, and, taking the splendid open trolley cars—for which Minneapolis, St. Paul and Stillwater are farfamed—over a most delightful route amidst enchanting scenery, passing White Bear Lake and through Wild-Wood, arriving at 1 P. M., in the "Queen City of the St. Croix," where a feast will be found waiting the guests. The repast completed and brief words of welcome said, an auto and carriage ride will be enjoyed about the City, visiting many points of interest. As has been indicated, this ride will afford many delights that will result in much profit and pleasure and give the knights of the pen much of interest concerning which to write for the edification and delight of their readers. Following the ride, as a most restful and happy change, an excursion will be given by steamboat up the Dalles of the St. Croix River, famed throughout all America for picturesque loveliness. Much of sweet, refreshing enjoyment can be realized on a two hours' boat excursion amidst nature's enchanting wonders. It has been pronounced the most interesting river trip in the West. Refreshments will be served on the boat, and, on the return the trolley cars will be boarded for a delightful evening journey back to St. Paul.

TUESDAY, AUGUST 18.

THREE BUSINESS SESSIONS—MORNING, AFTERNOON AND EVENING.

Morning Session—9 A. M.

Invocation by a Resident Divine.

Annual Address by the President, H. B. Varner, of Lexington, N. C.

Newspapers and Advertising, by Geo. French, Editor of *Profitable Advertising,* Boston, Mass.

"Relations of the Trade Press to Newspapers and Promotive Publicity"—J. Newton Nind, President of the National League of Trade Press Associations, editor *Furniture Journal,* Chicago, Ill.

"Building for a Home Daily and Job Printing and Binding Plant—Location, Construction, Arrangement and Management" (with illustrations), by Will E. Curtis, of Kewanee, Ill., President of the Inland Daily Press Association.

"The Future of the National Editorial Association"—A Symposium, led with a paper by W. L. Jones, Lebanon, Ill., whose attendance this year will be his twentieth as a delegate, beginning with the convention in Detroit, Mich., in 1889.

"Educating the Printer"—W. B. Prescott, Secretary International Typographical Union Commission on Supplemental Trade Education.

Address, "Observations and Experiences"—Hon. J. Adam Bede, member of Congress from Minnesota and an old newspaper man of that state, Duluth, Minn.

TUESDAY AFTERNOOON.

2 P. M.—"The Attitude of the Postoffice Department Toward Newspapers and Second-Class Matter"—Hon. A. L. Lawshe, Third Assistant Postmaster-General, Washington, D. C.

"The Proposed New Law Authorizing the Consolidation of, and Evidence in, Libel Suits"—Lincoln Palmer, Manager American Newspaper Publishers' Association, New York. Discussion of and action thereon.

"Successful Methods for Conducting an Evening Daily"—G. S. Griswold, Publisher *Daily News,* Batavia, N. Y., and F. P. Hall, *Daily Journal,* Jamestown, N. Y.

"How to Build Up and Maintain a Circulation"—Frank O. Edgemore, Editor and Publisher of *Signal,* Geneva, Neb.

"Print Shop Suggestions"—Symposium, led with a paper by A. D. Moffett, *Evening Record,* Elwood, Ind.

EVENING.

"The Religious Press in Our National Life"—Dr. T. N. Ivey, Editor *The Advocate,* Raleigh, N. C.

Report of the Committee on Necrology.

Annual Poem—W. E. Pabor, Poet Laureate, N. E. A., Editor of *Florida Farmer and Fruit-Grower,* Jacksonville, Fla.

WEDNESDAY, AUGUST 19.

MORNING SESSION.

9:00 A. M.—Report of the Committee on Credentials.

Address by Don C. Seitz, of the *Daily World,* New York City, on "Print Paper—Combines and Prices, as Related to the Existing Tariffs on Wood Pulp and Print Paper." The paper will be followed by discussions and action by resolution on the part of the Convention.

Address by John A. Sleicher, editor of *Frank Leslie's Weekly;* Topic, "Delusions."

"Why Newspaper Men should not make War on Mail Order Houses"—E. P. Adler, Publisher *Daily Times,* Davenport, Iowa, President of Lee Syndicate of Newspapers. Discussions.

"How to Build Up a Big Printing Office in a Small City and Make Money"—Ross L. Hammond, *Tribune,* Fremont, Neb.

AFTERNOON.

Trip to Wildwood, on White Bear Lake, where all the privileges of the pleasure resort will be afforded the editors.

EVENING.

Reception by Governor John A. Johnson and state officials at the new State Capitol. Opportunity will be given to view the building—one of the finest architecturally in the United States—and see the wonderful historic paintings.

THURSDAY, AUGUST 20.

Morning Session—9 A. M.

"Paid Locals." Symposium, led with paper by Fred G. Usilton, *Kent News,* Chestertown, Maryland.

"Missouri State University—School of Journalism—What and Why?"—Past-President Walter Williams, Dean of Faculty.

Report of Postal Law Committee—B. B. Herbert, Chicago.

"The Editor of a Country Home Paper in Congress."—Hon. Wm. A. Ashbrook, M. C., Publisher *Independent,* Johnstown, Ohio.

"Advertising Rates and the Relation of the Newspaper to the Advertising Agency"—John L. Mahin, Chicago, Ill.

Reports of Officers.

Reports of Committee on Resolutions.

Election of Officers.

AFTERNOON.

2:30 P. M.—Viewing interesting points in and around St. Paul from automobile, including Como Park, Indian Mound Park, State Agricultural College and Fair Grounds, Phalen Park and Summit Ave.

EVENING.

8:00 P. M.—Entertainment at St. Paul's great Auditorium, consisting of supper, vaudeville and dancing. During the evening the Auditorium will be transformed within view of the audience and extended into a large convention hall. The immense size of the building, the electric display and the mechanical ingenuity required to make the transformation are very novel and interesting features seldom witnessed or enjoyed.

FRIDAY, AUGUST 21.

MINNEAPOLIS DAY—AND A MOST DELIGHTFUL ONE.

10:30 A. M.—Assemble in front of the Ryan Hotel. Take trolley trip to Minneapolis by way of Como Park, State Fair Grounds, Minnesota State University, and thence through the business residence section of Minneapolis to Lake Harriet. Stop of one hour. Luncheon served at the pavilion. From Lake Harriet to Lake Minnetonka. Tour of the lake in large steamers for two hours and a short stop at Big Island Park. Returning to Minneapolis, a banquet will be served, followed by music and speaking.

Late in the evening return to St. Paul.

SATURDAY, AUGUST 22.

RED WING DAY, WITH A SPLENDID STEAMBOAT EXCURSION DOWN THE MISSISSIPPI RIVER—RECEPTION—DEDICATION OF A NEWPAPER BUILDING—AUTOMOBILE RIDE.

Will be met at St. Paul by Red Wing's entertainment committee Saturday. Leave St. Paul by large Mississippi excursion steamer, 7:30 A. M. The trip will show the marvelous beauty of the upper Mississippi and explain the need of river improvement for navigation.

Arrive at Red Wing, 12:30. Formal welcome at Sheldon Memorial Auditorium by the Mayor. Response by the editors.

Dedication of the new building of the Red Wing *Daily Republican,* whose editor Honorable B. B. Herbert was, at the time he called the meeting which resulted in the organization of the National Editorial Association. Brief address by Mr. Herbert on "Red Wing, the Cradle of the National Editorial Association."

Dinner served in the Armory.

Automobile and carriage drives to place of interest in and around the city, including the manufacturing establishments, the Minnesota State Training School, and the beauty spots of the "Desirable City."

Leave Red Wing about 6:00 P. M., returning to St. Paul about midnight. There will be dancing for those who desire. Lunch will be served during the evening.

SUNDAY, AUGUST 23.

Day of rest. Morning service at the People's Church. Leave in the afternoon for Duluth, Minn.

MONDAY, AUGUST8 24.

DULUTH DAY.

The entire day and evening will be passed in the "Crescent City," and it will be a full day. There will be the famous fifteen-mile Duluth boulevard ride, a visit to the concrete dam and reservoir of the Northern Power Company, a trip on Lake Superior and reception in the evening.

TRIP THROUGH NORTHWEST CANADA AS GUESTS OF THE CANADIAN GOVERNMENT.

Members of the Association who have the privilege of visiting Canada are fully aware of the treat in store for the Association this year. It will probably be the last opportunity ever presented to us as an association to visit this wonderful and remarkable country under such favorable conditions as those now offered. Certain it is that with the rapid develop-

ment and growth it can never be viewed again in its virgin state. Like the buffalo of the days gone by, Canada in its prairie state will be extinct—transformed into a country of cities and towns. The distinction of originality and novelty it now enjoys will be swallowed up in development and improvement.

As guests of the Canadian government there is royal entertainment of every description in store for the fortunate visitors.

It has not been deemed advisable or practical to lay down an iron-clad itinerary showing arrival and departure from points of interest visited. The following itinerary subject to conditions and judgment of our hosts, will give sufficient information to convince all that the visitors will be fully and amply cared for.

ITINERARY BY DAYS.

Monday evening, leave Duluth; Tuesday, pass through the Rainy Lake, Fort Frances and Lake of the Woods district. The Canadian Northern Railway, whose guests the Association are for the time, are opening up this wilderness of forest and stream. Here will be seen some of the most wonderful developments of water power on the continent. Hundreds of thousands of horse-power are being harnessed, which will invite untold capital into the district. Koochiching and International Falls are already places of prominence. It is said of the scenery through which the Canadian Northern passes on its way to Winnipeg, that it is of rare and rugged beauty and possesses a charm in its character that is solely its own.

Arriving at Winnipeg on Wednesday, there will be a royal welcome given the Association not only by the warm-hearted Canadians and Britishers, but by the thousands of Americans who have recently becobe residents of this wonderful city of the great lone land. Many of the members of the Association will remember the delightful time they had in Winnipeg in 1899, when as a city of 4,000 population it caused the general verdict that it was one of the livelist and prettiest on the continent Today, with its population of 125,000 people, its numerous skyscrapers, its Royal Alexandria Hotel, its well-paved streets, magnificent boulevards and parks, its splendid stores, it may well be said to have been wonderfully favored in marvelous growth and enterprise.

Still as guests of the Canadian Northern, the party will leave on an exploratory visit to the country lying towards the northern and western sun.

Thursday, Friday and Saturday will be spent in traversing the thousands of miles of wheat fields that lie between Winnipeg and Edmonton. This is a country hitherto unknown to the editorial world, and it will reveal the wonderful resources that, having lain dormant for centuries, are now being brought into life and producing foods with which to feed the millions of the cities of the new and old world. And here also will be met thousands of Americans—from every state in the Union, for the writer is advised that there is no state in the Union that has not contributed to the force that is bringing these fertile plains and woodlands under subjection.

This portion of the trip will be exceedingly interesting; the weather will be perfect, and our old friend, Mr. W. J. White, promises this. To see a number of farmers at work in their fields may not be a novel sight, but the opportunity is afforded only once in a great while, and that is the opening of a new country such as this, to see mile after mile of solid wheat field. Here is where inventive genius is brought into play, where the labor of man is reduced to scientific machinery.

Some portion of the trip now spoken of will be made through the northern woods, where is breathed the aroma of the cedar and the tamarac and the pine, and getting close to Nature.

At Edmonton the party will be given over to the Canadian Pacific Railway. And we have all heard of the great road that spans the continent in its steel, and bridges two oceans with its great ships. The trip from Edmonton to Calgary, Banff, Laggan and Field will be of entrancing interest. Calgary, the gateway city, will be *en fete* during the visit. From a town of 1,500 souls when the Association last visited it, it is today a city of 25,000. From here the view of the Rocky Mountains, whose snowclad peaks penetrate through the clouds, may be seen. There is nothing more sublime nor interesting than a trip up along the railway until "the gap" is reached, where entry into the mountains is made. But it is left to the reader to imagine the sight that will break into view, and let him imagine as best he may, he cannot conceive anything more grand or picturesque.

Sunday and Monday will be spent doing the celebrated resorts in the mountains, the lake in the clouds, Emerald lake, and taking advantage of the sulphur baths, the freedom of which is tendered by the Canadian government. On Tuesday, we will emerge again into the plains country, but into a different plains. These are the plains of the south. We are now nearing the Montana boundary and soon reach the heart of the ranching districts. Passing through Southern Alberta eastward, every moment of the trip is interesting. Eastward we go through Saskatchewan, back into Manitoba again. Medicine Hat, Moose Jaw, Lethridge and Macleod will give the Association hearty welcomes.

Throughout the province of Manitoba, at Brandon, Portage la Prairie and Winnipeg, there will be repeated the generous receptions that is assured will be afforded the Association at all points on this trip. The anadian Northern Railway will convey the parties from Regina or Winnipeg back to Duluth, which will be reached early enough to make St. Paul, Minn., at a seasonable hour on Saturday morning.

SATURDAY, SEPTEMBER 5.

AT MINNESOTA'S GREAT FAIR AND EXPOSITION, MARKING THE SEMI-CENTENNIAL OF THE ADMISSION OF THE NORTH STAR STATE INTO THE UNION.

Saturday will be devoted to Minnesota's great fair and exposition, and will be a crowning climax to one of the most delightful excursions ever held under the auspices of the National Editorial Association. All the courtesies of the Fair with free entertainment on the grounds will be extended to the editors who will be the honored guests of the State and the Fair and Exposition management.

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South Dakota Press Association—Harry Wentzy, *Press-Reporter,* Pukwana; Geo. W. Schlosser, Newspaper Union, Sioux Falls; A. G. Keene, *Journal-World,* Huron; W. R. Donald, *Sentinel,* Britton; J. D. Reeves, *Independent,* Croton; S. J. Conklin, Clark; F. M. Dunham, Wessington Springs; L. D. Milne, *Guardian,* Mitchell; R. E. Dowdell, *Advocate,* Artesian.

Southern California Editorial Association—D. E. Muholz, *Record,* Ontario; Otis B. Tout, *Chronicle,* Calexico; L. M. Holt, 415 Los Angeles Trust Bldg., Los Angeles; Warren Wilson, *Journal,* Los Angeles.

Tennessee—W. W. Barksdale, *Leaf-Chronicle,* Clarksville; Robt. Burch (Alternate), *Merchant and Manufacturer,* Nashville; Walker Kenneday, *Commercial-Appeal,* Memphis; W. B. Romine (Alternate), *Citizen,* Pulaski; J. R. Rison, *Post-Intelligencer,* Paris; Anderson Grigsby (Alternate), *Banner,* Nashville; D. L. Smith, *Telephone,* Sweetwater; H. A. Wallace (Altenate), *Observer,* Fayetteville; L. D. Walker, *Times,* Chattanooga; W. M. Carter (Alternate), *Tribubune,* Lewisburg; E. C. Perry, *Democrat,* Columbia; R. H. Green (Alternate), *Record,* Covington.

Texas Press Association—C. N. Ousley, *Record,* Fort Worth; J. H. Lowry, *Signal,* Honey Grove; G. W. McKnight, *Enterprise,* Waxahachie; C. E. Gilmore, *Chronicle,* Wills Point; W. G. Sterrett, *News, Dallas;* T. E. Streight, *Mirror,* McGregor; J. S. Daley, *Progress,* Dublin; S. J. Thomas, *Chief,* Comanche; J. R. Ransome, Jr., *Enterprise,* Cleburne; Miss M. E. Neal, *Register,* Carthage; F. P. Holland, *Farm and Ranch,* Dallas; T. W. Perkins, *Courier-Gazette,* McKinney; Tom B. Lusk, *News-Herald,* Italy; Sam P. Harben, *Echo,* Richardson; E. T. Merriman, *Caller,* Corpus Christi. Alternates—C. B. Gillespie, *Chronicle,* Houston; Will V. Ervin, *Enterprise,* Big Springs; Frank Ezzell, *Wheel,* Ferris; W. M. Warlick, *Presbyterian,* Dallas; L. J. Roundtree, *Commercial,* Georgetown; W. L. West, *Enterprise,* Livingston; Bruce W. McCarty, *Headlight,* Eagle Lake; Geo. L. Inglish, *Advocate,* Paris; A. S. Crisp, *Star,* Cuero; H. B. Terrell, *Times,* West; J. G. Murphy, *Standard,* San Angelo; J. T. Robison, *Cyclone,* Kosse; W. E. Gilliland, *Star,* Baird; J. C. Florea, *Coaster,* Richmond; C. H. McMaster, *Tribune,* Galveston.

Utah—Fred Tusner, *Republican,* Logan; I. Diehl, *Record,* Mammoth; S. L. Raddon, *Record,* Park City.

Virginia Press—J. L. Hart, Farmville; M. Botts Lewis, Staunton; J. R. Gregory, Martinville; R. P. Barham, Petersburg; Scott Heath, Lovington; Frank Lynch, Belair.

West Virginia Editorial Association — Hugh I. Shott, *Telegraph,* Bluefield; Geo. C. McIntosh, *Journal,* Fayetteville; T. T. McDougall, *Advance,* Ceredo; W. R. Sawyers, *Independent Herald,* Hinton; J. H. Long, *Advertiser,* Huntington; V.L. Highland, *Telegram,* Clarksburg; Earl H. Smith, *Times,* Fairmont; H. C. Sample, *Free Press,* Fairmont; P. W. Morris, *State Journal,* Parkersburg; Silas P. Smith, *Record,* West Union; E. H. Flynn, *Record,* Spencer; E. A. Hall, *Independent,* Weston; John J. Cornwell, *Review,* Romney.

Wisconsin Press Association—Geo.C. Cooper, Black River Falls; Emil Baensch, *Post,* Manitowoc; F. E. Andrews, *Advance,* Bloomer; Adolph Candrian, *Nordstern,* La Crosse; Ed. L. Peet, *Journal,* Grantsburg; M. P. Rindlaub, *Witness,* Platteville; C. R. Morse, *Journal,* River Falls; O. F. Roessler, *Banner,* Jefferson; O. G. Munson, *Censor,* Viroqua; Ed. L. Luckow, *Demokrat,* Baraboo; E. J. Scott, *Shawano Advocate,* Shawano; R. W. Cheever, Clinton.

AMONG THE ASSOCIATIONS

"IN UNITY IS STRENGTH"

ALABAMA editors met in Bessemer, July 22d and 23rd, with the following model program, dealing, in a large way, not only with subjects pertaining to newspaper-making, its methods, opportunities and obligations and the advancing of the work of the Association, but with educational promotion, properly moulding public thought and the best material interests of the state:

MORNING SESSION, FIRST DAY.

Called to order at 10 A. M. by President H. S. Doster. Prayer. Address of welcome by his honor, the mayor of the city of Bessemer. Responses to the address of welcome by Thomas Garner of Tuscaloosa. Reading of minutes of the last annual meeting. Calling the roll and collection of dues. Annual address of President H. S. Doster. Annual report of Secretary Jacob Pepperman. Annual report of Treasurer Frank Crichton. Appointment of committees; report of the executive committees; report of the executive committee-men, Natioanal Association. Recess for dinner.

AFTERNOON SESSION, FIRST DAY.

Convene at 2:30. Paper, "The Press and Railroads as Factors of Civilization,"—W. E. W. Yerby, Greensboro *Watchman.* Paper, "How Best to Promote the Interests of the Alabama Press Association,"—R. E. L. Neil, Selma *Journal.* Address by Hon. F. L. Seely of the Atlanta *Georgian.* Paper, "The Future of Alabama and the Part to be Played Therein by the Press,"—Col. Rufus N. Rhodes, Birmingham *News.* Paper, "The Business Side of the Alabama Press Association,"—W. T. Wear, Opelika *Daily News.* Paper, "The Women's Part in the Alabama Press Association,"—Miss Virginia C. Clay, Huntsville *Democrat.* Adjournment.

MORNING SESSION, SECOND DAY.

Convene at 9 A. M. Paper, "The Responsibility of a Daily Paper in Moulding Current Thought,"—R. L. O'Neal, Huntsville *Mercury.* Paper, "The Country Editor,"—J. E. Hecker, Linden *Reporter.* Paper, "The Duty of the Press Toward Public Education,"—C. W. Hare, Tuskogee *News.* Address by Hon. Grosvenor Daws, Montgomery, secretary Alabama commercial and Industrial Association—"Organize for 4,000,000 in 1919;" Report of Historian, W. W. Screws, Sr., Montgomery *Advertiser;* Annual Essay—Miss Helen Meredith, Eutaw *Democrat.* Paper, "The Press of Alabama as a Factor in Bringing Immigrants to the State,"—By Emil Lesser, Birmingham *Courier.* Address, "Preservation of the Game and Forestry Laws of Alabama,"—Hon. John H. Wallace. Reminiscences of the Alabama Press Association—J. B. Stanley, Greenville *Advocate.* "How to Gather News,"—Edward R. Norman, Birmingham *Ledger.* Reading Annual Poem—Rev. F. W. Barnett, Alabama *Baptist.* Annual Oration—C. F. Striplin, Ashland *Standard.* "Our Editorial Columns Not For Sale,"—O. H. Stevenson, Roanoke *Leader.* "Our Annual Outing,"—C. H. Greer, Marion *Standard.* Unfinished business. New business; election of officers; election of delegates to National Editorial Association for 1909. report of committees; good of association. Adjournment.

It will be noticed that Alabama, in common with many other associations, especially in the Southern States of the Union, does not neglect, in its annual meetings, history, oratory or poetry. There is a historian, an orator and a poet each year, and this year, J. B. Stanley, who was a member of the first executive committee of the National Editorial Association in 1866, when there were but five members, gave "Reminiscences of the Alabama Press Association."

The order of exercises, the arrangement of business and the literary parts of the program, so as to give variety and keep up an interest in the proceedings, are worthy of high commendation and imitation. Everything was arranged in orderly sequence and with a commendable system throughout. The topics in themselves are educational and impressive. We were especially pleased with the linking of the two promotive agencies of the country under the subject, "The Press and the Railroads as Factors of Civilization." The newspapers are the channels of information and interchange of thought, the promoters of knowledge and of broad and universal sympathy, language and laws. The railroads are the channels of trade and travel, bringing all sections of the country closely together in mutual interests, personal contact and friendships, promoting population, agrciulture, the industries and commerce; increasing wealth and bringing all the material necessities and comforts of life within the reach of all. Close, friendly commerce and universal travel, by the means of our everywhere penetrating railroad systems, are great educators and unifiers of our people. The press has no quarrel with the railways or legitimate commerce and travel over their lines, justice should be done by and to both the newspapers and the railways.

"Our Editorial Columns Not For Sale," is another topic that carries in itself a proper and important principle, both as to ethics and business. The paper that sells its editorial columns violates the laws of common honesty and largely destroys its value as an educative, thought-directing or moulding influence, and renders its pages of little value to either subscribers or advertisers.

The two subjects, "How Best to Promote the Business of the Alabama Press Association," and "The Business Side of the Alabama Press Association," as well as those touching on its history, reminiscences and its co-operative work to promote the interests of the State, indicate a proper appreciation of the organization, its pleasures, influences, benefits and uses and a determination to advance the same. A properly conducted state press association is a powerful agency for good to its members, to the calling, and to the State, and how to make the most of the same should be made a matter of constant study and continued, united effort.

* * *

IN UTAH

PARK CITY, UTAH, June 27, 1908.

The Utah Press Association held a meeting at Satlair, the famous lake resort. There was a good attendance and the meeting was a great success.

A good program was rendered and matters pertaining to the good of the craft were discussed. A paper on, "The Value of Belonging to a State Press Association," was read by S. L. Raddon, president of the association, and one on "The New Postal Regulation," by Wm. E. Buys, of the Wasatch *Wave,* Heber.

After the meeting about fifty sat down to a well-arranged banquet, prepared by the resort management, and enjoyed immensely by the editors and their friends.

Then followed a two hours' steambot ride on great Salt Lake, after which the management of the beach took the party in hand and bestowed upon the editors every courtesy possible. Nothing was too good for them, and they were made to feel at home and that everything in sight was theirs for the asking. It was a good meeting and a jolly outing.

* * *

NEW YORK PRESS ASSOCIATION

FIFTY-FIFTH YEAR.

The annual convention of the New York Press Association for 1908, held at Niagara Falls, June 25-27, was in some respects one of the most interesting and profitable of the many meetings covering over half a century. The attendance was not so large as at some conventions, but those present were largely leading representatives of state journalism. The addresses made and the papers read were of a high character and practical. Besides the women journalists, there were present the wives and daughters of members, making the social side of the reunion most delightful. On the first evening old friends shook hands heartily and talked over the old times, and the new members easily made new friends.

The convention proper opened in convention hall at the Niagara hotel at 10 A. M., Friday morning, officered as follows:

President, William B. Collins, *Leader,* Gloversville; Vice-Presidents, Luke McHenry, *Times,* Chittenango; Oscar Woodruff, *Express,* Dansville; Thomas P. Peters, *Times,* Brooklyn; W. J. Pollard, *Journal,* Seneca Falls; W. H. Greenhow, *Tribune,* Hornell; Secretary and Treasurer, A. O. Bunnell, *Advertiser,* Dansville; Executive Committee, H. J. Knapp, Chairman, *Advertiser,* Auburn; J. L. McArthur, *Sentinel,* Granville; W. J. Kline, *Recorder,* Amsterdam; L. B. Green, *Argus,* Patchogue; W O. Greene, *Mail,* Fairport.

The convention was called to order by President Collins. Hon. O. W. Cutler, ex-mayor of Niagra Falls, and a former noted journalist, gave cordial welcome to the convention city, and outlined the entertainments proposed. President Collins gave neat response, and then delivered the

PRESIDENT'S ANNUAL ADDRESS.

After offering congratulations to those who were present and condolences to the absent, President Collins vigorously discussed the press and the newspaper profession in its various aspects, at once inspiring and informing. He said it was impossible to overestimate the important part a real, live, active newspaper plays in the life of a community. The school, the church, the public library, each fills its valued niche, but he contended that the newspaper bears in no small measure the duties and responsibilities of all combined. The editor who harbors a sound affection for, and a sincere enthusiasm in his profession, should have a high ideal, and strive earnestly toward its realization. He criticised the chronic faultfinder in the editorial chair, commended the newspaper man who is brimful and running over with optimism and good reasons therefor. In conclusion President Collins urged the value of organization, the special value of press associations. The address was closely listened to and warmly applauded.

SECRETARY'S REPORT.

Secretary Bunnell said this was the third meeting of the association at Niagara Falls, the first in 1885, the second in 1899, and gave some of the leading features of those meetings. He then went back to 1866 to tell of a delightful excursion to the Falls from the convention held in LeRoy that year. Not many of the happy company were left, he said, and how many members have had the fatal asterisk placed after their names since the organization. Twenty-eight ex-presidents dead were recalled, leaders in the journalism of the day. Nearly the whole personnel of the association has been changed, but no greater the changes here than in the methods of printing, the secretary said, giving as an illustration a personal page of his own experience when cases were candle-lighted and all the composition and presswork done by hand and hand-press. What of the future of our work? We can put faith in almost any prediction, no matter how apparently incredible.

The treasurer's itemized report was referred to the finance committee, and subsequently approved.

President Collins appointed these committees on nominations, finance and resolutions:

Nominations—Frederick P. Hall, Dr. E. H. Porter, A. McCall, Elias Vair, George E. Marcellus.

Resolutions—W. O. Greene, W. H. Greenhow, L. McKinstry, J. C. Oswald, A. MacArthur.

Finance—John P. Herrick, C. I. Combes, W. J. Pollard, E. S. Underhill, A. R. Scott.

The secretary read letters of regret from members who could not attend, viz.: James H. Potts of the Troy *Times,* W. A. Smyth of the Oswego *Times,* John A. Sleicher of *Leslie's Weekly,* Thos. P. Peters of the Brooklyn *Times,* Albert E. Hoyt of the Albany *Argus,* L. B. Green of the Patchogue Argus, C. C. Overton of the Brooklyn *Journal,* C. H. Betts of the Lyons *Republican,* H. K. Williams of the Dunkirk *Observer,* and J. L. McArthur of Granville *Sentinel.*

Some of these letters were particularly juicy. Mr. Sleicher's letter was embellished with convention scenes at top of sheet, and the missing member was pictured below—"orfull bizee."

Following is a list of papers presented at this meeting and the meeting of Saturday morning:

"The Value of Local Press Associations and their Relation to the State Press Association,"—W. O. Greene of the Fairport *Mail.*

"The Postoffice Department and the Newspapers,"—George E. Marcellus of the LeRoy *Gazette.*

"The Independent Newspaper,"—Louis Wiley of the New York *Times.*

"The Associated Dailies,"—William J. Kline of the Amsterdam *Evening Recorder.*

"What is the Use?"—B. B. Herbert of the NATIONAL PRINTER-JOURNALIST.

"The Railroads and the Newspapers,"—H. J. Knapp of the Auburn *Advertiser.*

"A Plea for Sunshine,"—Louis McKinstry of the Fredonia *Censor.*

"With Mark Twain on the Ocean,"—Willet F. Cook of the Canapoharie *Courier.*

"The Press and Public Health,"—Dr. Eugene H. Porter, Commissioner of State Department of Health.

"Innocents Abroad,"—W. H. Greenhow of the Hornell *Tribune.*

"Memorial,"—Charles E. Cole of Watertown *Times,* by W. D. McKinstry.

The papers were all of a high order and of special interest to the newspaper profession.

Mr. Cozzens of the Mergenthaler Company gave an interesting history of the Junior Linotype machine and of its adaptation to the work of country offices. One of thse machines was on exhibiton. Mr. Baker of the Unitype Company exhibited a Simplex No. 2, with its many improvements. Both machines attracted great attention.

H. J. Knapp offered and J. C. Oswald seconded the following resolution, which on motion was unanimously adopted:

Resolved, That there being no meeting of this association held in 1907, the annual dues for that year shall be rebated, and all members who have paid their dues for 1908 shall be advanced one year; members in arrears for dues shall also be allowed a rebate for this year 1907, on payment of their

dues including 1908; and that the secretary shall be directed to send regular bills to all delinquents and ask immediate attention to the same.

W. O. Greene, from the committee on resolutions, made the following report which was unanimously adopted:

Your committee desires to congratulate the delegates to the 55th annual convention upon the the pleasant conditions under which they are met and upon the interesting and timely character of the program arranged for their consideration. Associations such as this have been formed in practically every line of commercial and professional activity, they are the mediums by means of which their members are enabled to meet and interchange ideas, form ties of warm and lasting friendship, and when occasions require to act for the general good in matters of importance to their memberships. No estimate can be made of the immense value to the press of the State of New York of the New York State Press Association. It is therefore a satisfaction to note that in point of enthusiasm this convention is fully up to the high standard of its predecessors, even though in attendance it is not what it should have been. It is therefore

Resolved, That the incoming officers be required to impress upon all the members the necessity for the existence of a strong organization of the press of New York state; that the members be urged to give prompt individual attention to the eradication of that feature so objectionable to the editorial eye, arrearage of dues; and that their attendance at future conventions be earnestly requested. Be it further

Resolved, That the officers be requested to formulate plans to extend the membership of this association wherever possible during the coming year.

Whereas, The Postal Department of the U. S. Government is engaged in an effort to eradicate certain abuses that have grown up under a previous lax administration of the laws governing the entry and carriage of mail matter of the second class, therefore be it

Resolved, That it is the sense of the New York Press Association assembled at Niagara Falls, June 26 and 27, 1908, that the said efforts of the government be commended, and assurance extended of the association's encouragement and moral support of the movement,

Be It Resolved, That the thanks of this 55th annual convention be extended to its retiring officers for their very efficient services for the past two years; to Secretary Guy C. Bennett and Hon. O. W. Cutler of the Bureau of Publicity; to the Shredded Wheat company; the Niagara Falls Power company; the Cataract & International Hotels company; the captain of the Maid of the Mist, and the manager of the Cave of the Winds, for courtesies extended which have added so largely to the pleasure of the members.

Resolved, That we feel a deep sense of national loss in the death of Ex-President Cleveland, former citizen of this state, which he has so highly honored in his life, and that we tender to his bereaved family our sincere sympathy.

Dr. E. H. Porter, from the committee on nominations, recommended the election of these officers:

For President, Luke McHenry, *Times,* Chittenango.

For Vice-Presidents, W. H. Greenhow, *Tribune,* Hornell; W. J. Pallard, *Journal,* Seneca Falls; E. L. Adams, *Independent,* Marattion; W. F. Cook, *Courier,* Canapoharie; W. D. McKinstry, *Times,* Watertown.

For Secretary and Treasurer, A. O. Bunnell, *Advertiser,* Dansville.

For Executive Committee, H. J. Knapp, *Advertiser,* Auburn; W. O. Greene, *Mail,* Fairport; G. E. Marcellus, *Gazette,* LeRoy; C. I. Combes, *Republican,* Johnstown; R. L. Forbes, *Paragraph,* New Rochelle.

On motion the report was unanimously adopted. Dr. Porter was appointed a committee to introduce the president-elect. Mr. McHenry was enthusiastically cheered and responded in this vigorous speech:

PRESIDENT MCHENRY.

There are two things I am wondering about: First, why you fellows didn't do this years ago; second, after hearing the report of Secretary-Treasurer Bunnell and his reference to the decreased amount on hand, why you should elect me president; you, who know me, must know I require a large amount on hand for a campaign. With this attendance and the grumbling about no free transportation, I am wondering, too, if I have been selected to perform the "last sad rites" for this association. I shall hope not, and with the assistance of the "old reliable" secretary, and your aid, this shall not be so.

Replying to the teacher's inquiry as to what became of Adam after he had tempted Eve in the Garden of Eden, the small boy said, "he had to marry the woman;" so it would seem that after tempting you I take the presidency at this time and under these conditions. But let us hope this event shall prove as successful as some are wont to think the Adam and Eve episode did.

I take no stock in the non-attendance because the railroads do not furnish free transportation, however true it is. The new way is the better way, the more independent, the more dignified. Personally, I am ahead under this arrangement, and much prefer it—others are the same. I am not in sympathy with the newspaper men begging free transportation, cheaper rates, etc., except as recognized for a large crowd. You pay your way and then you are under no obligations; you can say what you please, be it favorable or unfavorable, or not anything—you can kick like any American citizen if you want to; you are independent; they will have more respect for us individually and the association as a whole, and we will not feel so small ourselves. I never personally solicited a subscriber; I never knew what I might want to publish, perhaps about the very fellow I had solicited as a subscriber—I could do it with a free hand if I had not asked him to subscribe.

With the assistance of the other officers, and your help, I am willing to put in all the force and strength I have, and I am pretty healthy, for a large meeting and a good time next year—even if it bursts the treasury to do so. Wish I had the force to impress upon the members that a request was a command, and that everybody must get there. The association has been of value to me, it is to every member, and we should stand by it regardless of free transportation and the other twaddle brought forward as excuse for non-attendance. We should not for a moment permit the railroads or anyone else to think we could not attend, could not meet in annual convention, because we could not ride free.

I am deeply grateful for the honor you have conferred upon me by this election. I thank you.

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ILLINOIS MILITARY TRACT ASSOCIATION DEDICATES STAR-COURIER'S NEW BUILDING AT KEWANEE.

The Illinois Military Tract Association dedicated the new building of the Kewanee *Star-Courier,* with its summer meeting on July 17th. It was made newspaper day for the enterprising city and proved enjoyable and profitable to both the city and the editors. The plan was a good one. On the arrival of the editors and their ladies they were shown through the model building and given a chance to examine the arrangement and to inspect the methods used. Bath rooms, lavatories, closets, metal lockers for the use of each employe, in which to keep coats, hats, overshoes, wraps and umbrellas; rest and waiting rooms, toilet and dressing rooms with mirrors, sofas and chairs, on every floor for ladies, and other arrangements for the comfort of both the workers and patrons, told of the thoughtful kindliness of the proprietors. Every-

thing was as tidy as a well kept home. As to the arrangement of the establishment and the building itself, we have already told in a previous issue of the NATIONAL PRINTER-JOURNALIST. The building is well lighted and ventilated and is bright and airy throughout.

An electric freight elevator runs from the basement to the third floor. The building is finished throughtout in the best quarter-sawed oak. The walls are tastefully tinted, giving the whole interior a most pleasing effect.

The building is 50x150 feet, with three stories and the basement. There are two main entrances to the building, one at the front on Tremont St. side, and one on First St. On the first floor in the front is the public reception and waiting-room, the stationery store, the main business office, and manager's private office, ladies' rest room,mens' toilet room and shower bath, the job composing room with tile floor and the press room with a cement floor.

In the large basement are the newsboys' rooms, the large boilers for heating the building and two large rooms containing the wholesale stock.

The second floor contains two suites of office rooms, which are rented, the directors room which also may be used as a committee room for the public, the president's private office, the reporters' room, stenographers' and proof readers' room, the editor's office, linotype, makeup and advertising rooms, a job stock room and book bindery, besides ladies' and mens' toilet rooms.

On the third floor is the great hall, to be used free by the public for meetings for the community's good. Two large parlors adjoin the hall. These parlors afford a central meeting place for large committees or ladies' clubs. At the other end of the building, are the kitchen and serving rooms. Men's and ladie's toilets and a check room are also on this floor.

The parlors are connected with hall by large folding doors, and in one of these parlors the Military Tract Press Association held its business meeting, of which the *Star-Courier,* in its issue of July 17th, gave the following brief account:

BUSINESS MEETING.

The meeting was opened by John R. Camp of Bushnell, President of the Association. After reading of the minutes, three new members, H. R. Horner of Geneoseo, F. S. Fullerton of Orion and D. V. Petitt of Reynolds were received.

DELEGATES NAMED.

B. B. Herbert of Chicago spoke of the National Editorial Association, meeting in St. Paul August 17th. Two other delegates were elected to attend the convention, viz., George W. Cyrus of Camp Point and O. L. Campbell of Knoxville. The other delegates are A. E. Stetson of Neponset, A. G. Brown of Monmouth, C. E. Duncan of Seaton and Mary Davidson of Carthage.

MEETING ADJOURNS.

After a paper by E. J. Clark of Roseville *Times-Citizen* on the subject, "Printing Office Problems," the meeting adjourned. The paper was discussed by O. L. Campbell of Knoxville, R. S. Russell, B. B. Herbert and others.

TRIP THROUGH BUILDING.

The visitors were welcomed at the *Star-Courier* building where the name of the visitor, the paper he represented and the town written on small cards were pinned on in a conspicuous place. This served as a good plan for getting acquainted.

LADIES AUTOING.

A trip through the new building was the first part of the entertainment and this proved a feature of interest to all. The ladies' committee on entertainment gave attention to the visiting ladies and the hour before luncheon was spent in autoing to various parts of the city. The business session of the Press Association was held in one of the committee roooms on the third floor.

MENU A LA PRINTING.

At noon Krahn's orchestra began playing and half an hour later the serving of the luncheon began. The menue "a la printery" being as follows:

Hot Squirt
Printers Ink a la mode
Mallet — Shooting Stick — Planer
Quads and Spaces
Cold Linotype Slugs
A Type Form with Chase and Quoins
A Little of the "Hell Box"
A Stuck Slug and a Pi Line
The Scissors and Paste Pot
More Copy
The Devil's Pi
Type Wash
Thirty
Dupes if You Want Them
Prizes for the Longest String

The program rendered was as follows:

Invocation—Rev. E. L. Lord.

Welcome—Thos. H. Johnston, President Kewanee Commercial Club.

"The New Star Building..—Xenophon Caverno, President Kewanee Printing & Publishing Company.

Recitation—"The Editor's Guests"—Master Reid McClintock.

"Kewanee"—G. Randall Parish, Novelist and Historian.

"The Editor and the Politician"—Mayor George Shumway, Galesburg.

Music—Males Quartet.

"The Place of the Modern Paper in the Community"—Hon. B. B. Herbert, Editor NATIONAL PRINTER-JOURNALIST, Chicago.

"The Newspaper and the Lawyer"—States Attorney C. E. Sturtz.

JOHN R. CAMP, TOASTMASTER.

"John R. Camp of Bushnell, was the toastmaster, and in a few words he expressed thanks for the cordial welcome. He then called upon Xenophon Caverno, who spoke of the 'New Star-Courier Building.' He said he went into the newspaper business in a hurry, and there were numerous guesses as to the reason, some claiming the Electric Light company was back of it, and others that he had decided to run for congress. After entering the business the first glance revealed that the old quarters on Third St. were unsatisfactory, 'scarcely decent for the help to work in.' Some of the work was done in the cellar and all of it in cramped quarters. Business was growing and there was need of more room. It was decided a building to suit present needs and the demands of many years in the future was required, hence the new building. The idea carried out in its construction, the provisions for wholesale department, book-bindery, etc., was founded on the determination to extend the business to all parts of the state. Some may claim it is not practical. That which seems important to us may not appear so to others, and vice versa. There are as many newspaper prbolems as there are newspapers. Such a building as this may be a monument, but remember, there is a vast difference between a tombstone and a monument.

"Master Reid McClintock, at this time, gave a long reading, "The Editor's Guests," which took the audience by storm and which was listened to throughout with rapt interest.

SPEAKS ON KEWANEE.

George R. Parrish's talk on 'Kewanee' was one of the best of the afternoon. It was an eloquent effort, and Mr. Parrish by his attractive style of speaking, held his hearer's attention perfectly. He did not enter into statistics in handling the subject and did not refer particularly to the material city, but dwelt on the 'Kewane,' its significance, what memories it brings back from the past and the love which its present and former sons and daughters have for its magic name.

FROM CHICAGO MAN.

"B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, gave a short talk on the 'Place of the Newspaper in the Community.' Mr. Herbert's remarks were full of ginger and when he had finished the speaker was applauded to the echo. He believed the newspaper should be the central figure in the community and that the paper and patrons should work together for the common good of the community.

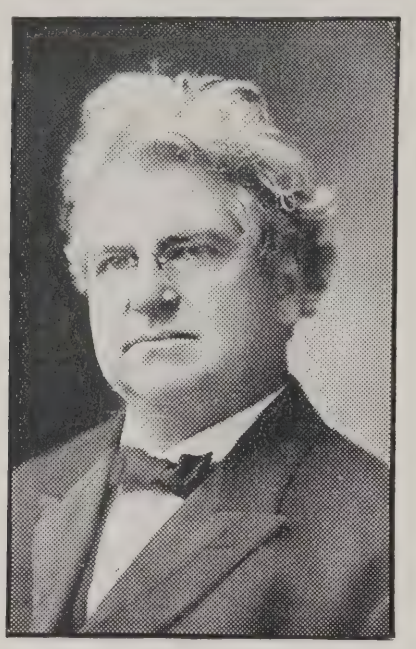
FROM STATE'S ATTORNEY.

"Atty. C. E. Sturtz handled the subject, 'The Newspaper and the Lawyer.' The talk was punctuated by bits of humor and was brief and to the point. Mr. Sturtz said newspapers are somewhat like lawyers, as in some instances at an unguarded moment, they tell the truth. The lawyer is continually representing the interests of someone else—so it is with the newspaper. Mr. Sturtz declared the influence of the

newspaper is greater today than ever before and that the newspapers of the country nominated Taft and would elect him.

MAYOR OF GALESBURG.

"Mr. Pace of Macomb, was unable to be present, so Mayor George Shumway of Galesburg, filled his place and handled his subject, 'The Newspaper and the Politician.' Mr. Shumway seeks the nomination for lieutenant-governor and he declared it was up to the editors of the Military Tract whether or not he was successful. He referred to the influence of the newspaper in political affairs and said anything the editors felt like doing would be heartily appreciated."



GEO. SHUMWAY

Mayor of Galesburg, Candidate for Lieutenant-Governor of Illinois

VISIT TWO FACTORIES.

After the post-prandial program a trip to the plants of the Kewanee Boiler Co. and the Western Tube Co. was made. Tonight the plant of the Kewanee Light and Power Co. will be visited and a trip to Windmont is also promised if time permits.

A photograph of the visitors, grouped in front of the *Daily Star-Courier* building was taken shortly after noon:

O. L. Campbell, Knoxville *Republican;* J. H. McKeever, Moline *Mail and Journal;* Carrol Ragan, Galva *News;* P. N. Mason, Buda *Plain Dealer;* C. E. Snively, Canton *Register;*

Group of Military Tract, Ill., Editors at Star-Courier's Office, Kewanee.

R. A. Russell, Monmouth *Review;* Geo. A. Burt, Henry *Republican;* Andrew O. Lindstrum, Galesburg; A. John, Sterling *Gazette;* Mrs. P. N. Mason, Buda *Plain Dealer;* W. H. Hainline, Macomb *Journal;* Harry R. Horner, Geneseo *Enterprise;* Miss Mary Davidson, Carthage *Republican;* W. D. Campbell, Kirkwood *Leader;* James A. Nolan, Toulon *News;* Van L. Hampton, Macomb *Bystander;* H. U. Bailey, Princeton *Republican;* John R. Camp, Bushnell *Record;* D. B. Wright, Cambridge *Advocate;* Clarence F. Buck, Monmouth *Atlas;* Mrs. W. H. Hainline, Macomb *Journal;* Thos. E. Caverly, Atkinson *Herald;* Mrs. F. S. Fullerton, Orion *Times;* George Talcott, Geneseo *Enterprise;* Mrs. William Moore, Wyoming *Post-Herald;* Mrs. Thos. E. Caverly, Atkinson *Herald;* Mrs. O .L. Campbell, Knoxville *Republican;* Merle B. Killough, Abingdon *Enterprise-Herald;* A. E. Stetson, Neponset *Messenger;* Mrs. E. M. Killough, Abingdon *Enterprise-Herald;* C. E. Peterson, Sherrard *Bulletin;* J. D. Rerick, Chicago, Barnhart Bros. & Spindler; F. S. Fullerton, Orion *Times;* Miss Moore, Wyoming *Post-Herald;* William Moore, Wyoming *Post Herald;* Mrs. M. T. Moore, Wyoming *Post-Herald;* John Walter, Wyoming; George W. Cyrus, Camp Point *Journal;* Louis R. Netzel, Chicago, American Type Founders Co.; Jas. N. Pace, Macomb; B. B. Herbert, Chicago NATIONAL PRINTER-JOURNALIST; Mrs. A. Pacey, Brimfield *News;* R. A. Robins, Augusta *Eagle;* Addison Pacey, Brimfield *News;* Mrs. W. M. Argast, Nauvoo *Rustler;* G. V. Pettit, Reynolds *Press;* W. M. Argast, Nauvoo *Rustler;* H. R. Moffet, Monmouth *Review;* F. J. Liggett, Bradford; E. A. Whitney, Kewanee *Labor Herald;* C. C. Pervier, Sheffield.

Model Building of the Star-Courier, Kewanee, Ill.

INVITATION BY SEATTLE CHAMBER OF COMMERCE.

SEATTLE, WASH., July 15, 1908.

Mr. B. B. Herbert, 1319 West Ravenswood Park, Chicago, Illinois.

DEAR SIR:—Confirming our telegram of this date, as follows: "Chamber of Commerce and Alaska-Yukon-Pacific Exposition join in cordial invitation National Editorial Association continue journey from Banff to visit Seattle," I desire also to enclose herewith a copy of a report unanimously adopted by the Chamber at its meeting yesterday, and to assure you and the officers and members of the National Editorial Association that in case you find it possible to visit this city, both the Chamber of Commerce and the Exposition management will take pleasure in doing everything within their power to make your stay here agreeable and profitable.

Yours very truly, C. B. YANDELL,
Secretary.

SEATTLE, WASH., July 14, 1908.

Seattle Chamber of Commerce, Seattle, Wash.

GENTLEMEN:—On behalf of the Committee on Reception and Entertainment to which was referred the suggestion that this Chamber unite with the Exposition in extending an invitation to the National Edtorial Associaton to continue its journey in August, from Banff to this city, I beg to recommend that such an invitation be extended, and an earnest effort be made to secure a visit to Seattle from the members of the Association.

All of which is respectfully submitted,

Yours very truly, JOSIAH COLLINS,
Chairman.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill

OUR MONTLY PRIZE CONTEST

The NATIONAL PRINTER-JOURNALIST gives each month three prizes for the best three collections of specimens of printing submitted to this department. The prizes are as follows:

Nickel-plated composing stick, 6-inch, latest make.
Set of 12 composing rules, in leather case.
Pair of best tweezers.

Specimens submitted for these prizes must have that fact so stated and must be the work of the man submitting them—not simply a collection of specimens by different compositors in an office.

Every printer is cordially invited to compete for these prizes.

VACATION time is at its height. But if you've not had yours, don't worry. Neither have I. And sometimes I think that a vacation is apt to be as much of a hindrance as a help to one. I seldom get a vacation myself; but it really looks that way to me. For instance, I have seen men promoted from the case to the foreman's desk in the spring, and then given a vacation in the summer, before they had thoroughly organized their work and become accustomed to the routine of their new duties. On coming back they found it more difficult to pick up the work and assume full and forcible command of the situation, and there are instances where they have never measured up to the standard they should, just because of this lapse in the beginning.

So I want to advise the man who has just taken a new job to stick to it throughout the summer, get fully in touch with every phase of the situation, and then take his vacation next year, when no slackening in his grasp of affairs need result. After all, we are in the world to work rather than to play, and this matter of vacations is more of a habit than a necessity. It's a nice thing to get away from the shop for a couple of weeks; but many of us do not use our time to any advantage when we do get away, coming back tired, enervated and with a distaste for work.

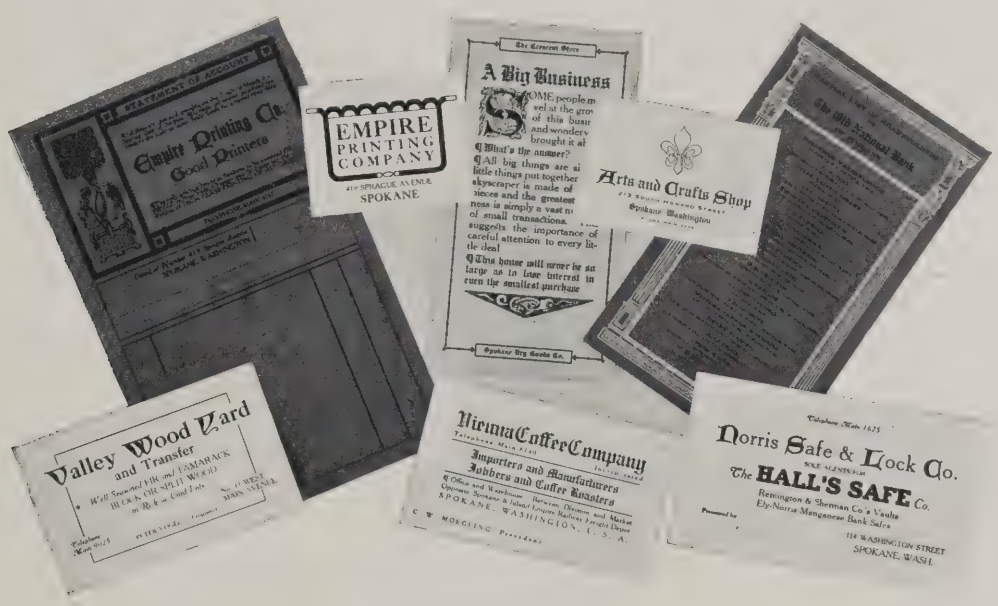
Just this morning one of my fellow laborers told me that he really needed a vacation; he played cards until after midnight and was all tired out! And too often that is as good ground for laying off as many a man can find. And during his vacation he will sit up later than ever, and return no fitter for work than before.

On the other hand, I asked another friend of mine if he were going on a vacation—one who really needs an outing and knows how to use it.

"Yes, I am going next Monday, he said, "to a little town down the state, where I don't know anybody, and where nobody knows me. It's going to be a real vacation this time, with lots of rest, and nothing to bother me, and never a thing to do unless I want to be doing.

"Some friends tried to get me to go to Colorado. But I knew what the program would be—mountain climbing all day and the discomfort of a dress suit every night. And I have worked too hard the past year to carry out such a program as that with any degree of pleasure or profit.

"This little town, to which I am going, is comparatively but a few miles distant; it has no wild mountain scenery, and I'll warrant that most of the people there never saw a dress suit. But it is a pleasant, green place, with a quiet little stream of water, and there are some botanical specimens there that one does not find in many places. I shall study these when



The Latest from Stutes

I feel like it, but I shall not hold myself accountable for any certain amount of work. I shall be under obligation to talk to nobody, and shall see to it that no one feels under obligation to talk to me. I shall take a few books with me, but if they come back unopened I shall not greatly care.

"But I shall come back rested and ready for work, you can depend upon that. And that is what I am going for."

* * *

Al. S. Caine, Richfield, Utah, sends in some things which have the quality mark, all right. He is especially strong on letterheads, and should certainly be entered in the next contest of that kind.

* * *

E. C. Warner, foreman *La Harpe,* La Harpe, Ill., asks criticism on the letterhead which is here shown. Now, why not much better a bunch of you fellows criticise this job? It will bring Mr. Warren a host of ideas—many more than I could possibly give him, and it will also give the rest of you a chance to get an idea of what the editor's job is like. So send in suggestions as to how you should improve this head. It will not be possible for me to ask you to reset it, inasmuch as it contains a cut; but write out a criticism or suggestion, and these will be published in the department for he benefit of all of us. And do it at once, please.

* * *

J. Burdick Miller, foreman *News,* Liberal, Kansas, sends a church dedication souvenir which is very creditable. A title page would have added very materially to the appearance. It could have taken the page now occupied by the dedication, moving that ahead to the first page. That is not the customary order, but would look perfectly correct in this case. The presswork on the halftones shows that the shop is not doing this class of work every day, though it is not discreditable by any means. On close examination, however, I find the paper does not have a very good surface for halftone printing. The stock *must* be right.

* * *

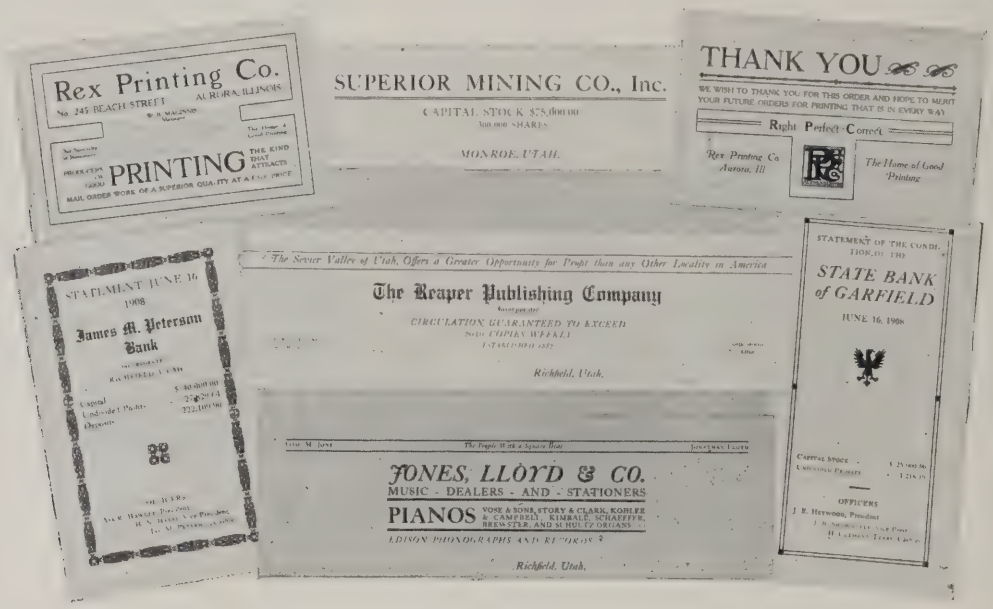
Mr. E. S. Hanson:—I enclose two cards for criticism in your September issue. Do you not think "Thank You" should have been blue and ornaments orange?

Also should the tint border be as strong as ornament on business card?

Hope to have something more next time.

Yours truly, W. R. Magnis.

Aurora, Ill.


Rex Printing Co.
No. 245 BEACH STREET AURORA, ILLINOIS
PRINTING
THE KIND THAT ATTRACTS
MAIL ORDER WORK OF A SUPERIOR QUALITY AT A FAIR PRICE
SUPERIOR MINING CO., Inc.
CAPITAL STOCK $75,000.00
MONROE, UTAH.
THANK YOU
WE WISH TO THANK YOU FOR THIS ORDER AND HOPE TO MERIT YOUR FUTURE ORDERS FOR PRINTING THAT IS IN EVERY WAY
Right Perfect Correct
Rex Printing Co. Aurora, Ill
The Home of Good Printing
STATEMENT JUNE 16 1908
James M. Peterson Bank
The Sevier Valley of Utah, Offers a Greater Opportunity for Profit than any Other Locality in America
The Draper Publishing Company
CIRCULATION GUARANTEED TO EXCEED
COPIES WEEKLY
Richfield, Utah.
JONES, LLOYD & CO.
MUSIC - DEALERS - AND - STATIONERS
PIANOS
EDISON PHONOGRAPHS AND RECORDS
Richfield, Utah.
STATEMENT OF THE CONDITION OF THE
STATE BANK of GARFIELD
JUNE 16, 1908
OFFICERS

The engraver has here, by mistake, combined jobs by Al. S. Caine, Richfield, Utah, and W. R. Magnis, Aurora, Ill., on one plate.

Also should the tint border be as strong as ornament on business card?

Hope to have something more next time.

Yours truly, W. R. Magnis.

Aurora, Ill.

I should not make any change in your color schemes. They are excellent. One of the cards shows a hint of dirty rollers when the orange was run.

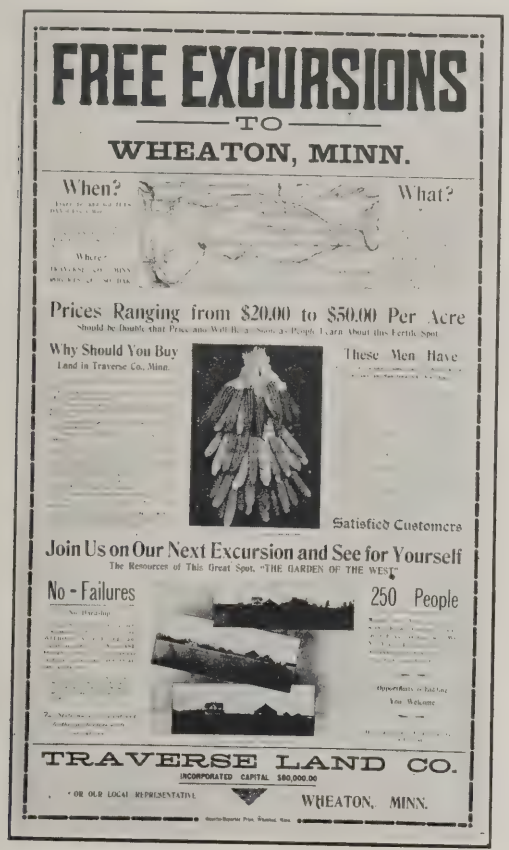
* * *

Immediately on receipt of the July number of the Printer-Journalist, the Dixie Printing Company of Knoxville, Tenn., of which A. L. Chipman is foreman, issued some blotters announcing the fact that Chipman had won first prize in one contest for the month. "We are ready to do prize-winning printing for you," is the message they send out to the people of Knoxville. The prize is also to be put on exhibition. The winning of these prizes can often be thus utilized in a business way to call attention to the work

you are turning out, and I wish that more printers throughout the country would submit spemicens in these monthly competitions. This month we can award no prizes because of an insufficient number of entries.

* * *

J. W. Miles, manager *Gazette-Reporter,* Wheaton, Minn.—Your poster is very carefully set, and was put



through the press in good shape, which cannot always be said of a job of this kind turned out by an office of your size. Altogether it is very satisfactory. All your work is well printed. Your bank checks make a very good appearance.

* * *

Dear Sir:—Have just lately subscribed for the National Printer-Journalalist and have since wondered why I have

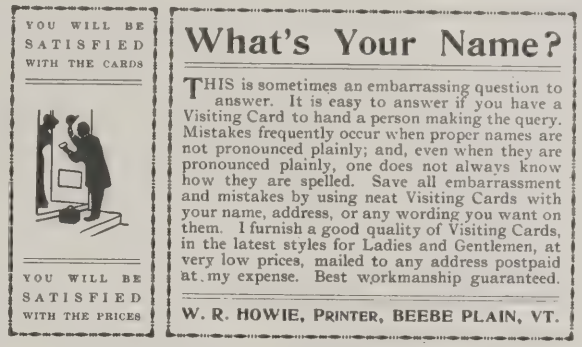
not had it long before this, as I find it a great help in the office. Have submitted a few samples for your criticism for the first time, as I think it may be beneficial to me as your criticisms have been to others. Just taken from the average run of work from this office.

Cooperstown, N. D. M. A. Jensen.

The three specimens you send lead me to want to see more of your work. I suspect you occasionally do a job which is really worth while. Send more next time and I can judge of your line of work more intelligently.

* * *

A statement which is almost severely plain has caught my attention in a bunch of work from W. R. Howie, Beebe Plain, Vermont. But it is really a


YOU WILL BE SATISFIED WITH THE CARDS
YOU WILL BE SATISFIED WITH THE PRICES
What's Your Name?
THIS is sometimes an embarrassing question to answer. It is easy to answer if you have a Visiting Card to hand a person making the query. Mistakes frequently occur when proper names are not pronounced plainly; and, even when they are pronounced plainly, one does not always know how they are spelled. Save all embarrassment and mistakes by using neat Visiting Cards with your name, address, or any wording you want on them. I furnish a good quality of Visiting Cards, in the latest styles for Ladies and Gentlemen, at very low prices, mailed to any address postpaid at my expense. Best workmanship guaranteed.
W. R. HOWIE, PRINTER, BEEBE PLAIN, VT.

fine piece of work, and I like it. On some of your work there is a little too much of the blackness of text. Use it a little more sparingly. This little slip is a good advertisement and a good piece of printing as well.

* * *

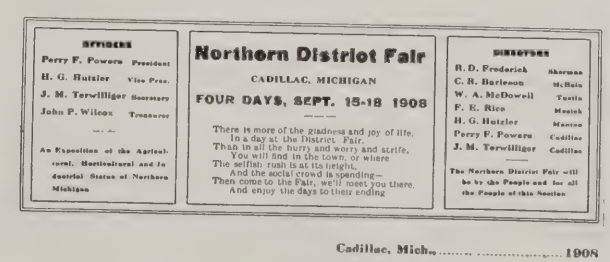
Dear Sir:—I am sending a couple of jobs to your department for criticism, hoping that you will deal with them fearlessly. There seems to be something lacking in both of them—a something which I canot define, but feel.

Grangeville, Idaho. G. W. Pitcher.

on the billhead for your office you should not have attempted to square up the name of the editor and publisher with the line above it. This has made it necessary to use a size of type entirely too large. A shorter line would look just as well. On the letterhead the cut is too large and too much of a stock cut to be shown so prominently. It should be worked under the firm name in a tint.

* * *

Lee H. Curry is with the *Evening News* job department, Cadillac, Mich. He is 21 years of age, just having completed his apprenticeship, and sends two letterheads and an envelope. One of the heads is shown herewith. I should have wanted to set the verses in


OFFICERS
Perry F. Powers President
H. G. Hutzler Vice Pres.
J. M. Terwilliger Secretary
John P. Wilcox Treasurer
An Exposition of the Agricultural, Horticultural and Industrial States of Northern Michigan
Northern District Fair
CADILLAC, MICHIGAN
FOUR DAYS, SEPT. 15-18 1908
There is more of the gladness and joy of life,
In a day at the District Fair,
Than in all the hurry and worry and strife,
You will find in the town, or where
The selfish rush is at its height,
And the social crowd is spending—
Then come to the Fair, we'll meet you there,
And enjoy the days to their ending
DIRECTORS
R. D. Frederick Sherman
C. R. Barleson McBain
W. A. McDowell Tustin
F. E. Rice Manton
H. G. Hutzler Manton
Perry F. Powers Cadillac
J. M. Terwilliger Cadillac
The Northern District Fair will be by the People and for all the People of this Section
Cadillac, Mich., ... 1908

6 point and possibly something beside plain roman. Italic would do if you do not have another suitable body letter. This would allow the word "Fair" to be set in a line by itself and brought out stronger. "Cadillac, Mich.," could then come down and take the place of the dash.

WASHINGTON LETTER

At a meeting of the Washington State Press Association, held the 18th day of July, at Vancouver, Wash., the following resolution, offered by Will A. Steel, was unanimously adopted:

"Resolved, That the Washington State Press Association, in annual session, extends a most cordial and hearty invitation to the National Editorial Association to hold its 24th annual convention in the city of Seattle, during the Exposition year of 1909 assuring the Association that the welcome to the State of Washington will partake of the true Western hospitality that will live as a delightfully pleasant memory in the recollection of its most enjoyable and profitable meetings."

The following delegates were elected to the N. E. A. Convention at St. Paul from the Washington State Press Association:

Will A. Steel, Ex.-Com., *Nome News,* Seattle; J. A. Swett, *Star,* Sullivan; E. P. Mitchell, *Pioneer,* Stevenson; Hon. John L. Wilson, *Post-Intelligencer,* Seattle; Fred Ornes, *Argus,* Mt. Vernon; G. Lee Odgers, *Tribune,* Davenport; E. E. Beard, *Columbian,* Vancouver; G. E. Kellogg, *Journal,* Kelso.

The following officers were chosen for the ensuing year:

Albert Johnson, President, Seattle *Times;* F. A. Hazeltine, Vice-president, South Bend *Journal;* M. E. Randall, Second Vice-president, Ellensburg *Localizer;* G. Lee Odgers, Secretary, Davenport *Tribune;* L. E. Rader, Treasurer, Sound View *Olalla;* Frank B. Cole, historian, Tacoma *Lumberman;* Executive Committee—J. B. Best, Chairman, Everett *Herald;* W. A. Steel, *Nome News,* Seattle; J. A. McCormick, Snohomish *Tribune;* L. M. Wood, Seattle *Trade Register;* Dan W. Bush, *Bee Nudget,* Chehalis.

THE MARRIAGE OF AN EDITOR

Among the news of the many happy events, occurring in the glad month of June, to reach this office, was that of the marriage of Thomas J. Lassiter, editor of the Smithfield, N. C., *Herald,* and Miss Rena Bingham, at the home of the bride at 2:30 P. M., Thursday June 9th.

Mr. Lassiter is well known among the newspaper men of North Carolina having been president of the North Carolina Press Association in 1906-1907. The bride is one of Smithfield's most attractive and accomplished young women. She was educated at the State Normal College of Greensboro, N. C.

They passed their honeymoon in the mountains of western North Carolina.

Marriage is not only sacred as affecting the character and the home, the life and usefulness in the community, but is very important to the influence and success of an editor. "Be not unequally yoked together" is no less a wise injunction today than it was nearly nineteen hundred years ago. An education and a broadness of view and a sympathetic lovableness are scarcely less important to an editor's wife than to the editor himself.

The editor should be aided, as he will unavoidably be influenced, by the active, loving sympathies of his wife in his work, the demands and responsibilities of which she should be able to appreciate. A woman's influence is needed in the home of every editor of a home paper.

RETIRING WITH HONOR

Mr. H. G. Bishop, widely known as the author of books for printers, after fourteen years of successful work in conducting the paper, has sold the Oneonta, N. Y., *Press* to Mr. John McCormick of New York City. He will for the present only do a little occasional writing and look after the publication and sale of his books for printers. We appreciate, very highly, a kindly letter conveying this news and "kind regards in which Mrs. Bishop joins." Mrs. Bishop is one of those noble-hearted, helpful, well-equipped, intellectual women who are blessed to any communities in which they reside, and to all with whom they associate, as well as to their husbands and their homes. God bless her and all like unto her!

THE RIGHT OF BARTER AND EQUITABLE EXCHANGE IN THIS FREE YANKEE NATION.

Editor National Printer-Journalist:

Probably there are some editors who do not deem their advertising space of any value, but the chances are that the intelligent editor and publisher of the *National Magazine,* Mr. Joe Mitchell Chapple, is not one of them; yet the following, from his pen, in 'Affairs from Washington," (July number), would indicate that he did not think so. Just ask him to donate a page of his magazine to any individual and see what he says. Is railroad advertising less valuable, that he should think its advertising ought to be inserted free?

"The attempt to revive the railroad pass in Congress indicated that the pass is really a thing of the past. The Senate committee on interstate commerce discovered that, with the Hepburn Bill passed, with the free transportation clause, the shortest way to settle matters was for Congress to cut passes of all kinds. The bill introduced by Senator Stone, early in the session, suggesting that transportation be issued in return for newspaper advertising, never got farther than the committee; for Congress could not see why an editor should be permitted to ride free, while congressmen paid for the privilege or walked. Senator Stone indeed did his part in introducing the measure, but it is not yet counted among the 'stone dead'."

It is time that every publisher in the country woke up to the fact that his space is his stock in trade and should bring him a fair return. Advertising ought to be a full equivalent for any valuable consideration, provided that the rate is not exorbitant. My advertising pages sell for cash and I use the money to pay all sorts of bills, including railroad fare; what is the difference whether a railroad buys my space or a merchant? There should be no restriction of trade between the publisher and any class of patrons. The primitive manner of trading, a direct exchange of commodities, prevails today to a great extent and why bar any class from trading in this manner?

While all would doubtless prefer cash for their wares, it is not always possible to obtain it and a direct exchange permits people to trade who otherwise might not be able to do so. My father exchanged his space with merchants for dry goods, groceries and even took country produce of the farmers in return for subscriptions. Many of them thus got a newspaper who could not have paid for it in money, and the same is true today. It is easy to say that all should use money as a medium of exchange, but it is not always possible, why should the railroads be an exception and be compelled by law to do business on a strictly cash basis? Transportation for advertising, and free passes are entirely different matters and I contend that the advertising is a fair equivalent for cash in such a transaction. In point of fact the over-generous editors often gave double the cash value of the transportation in the free reading notices published in return for "passes," thus stimulating travel far more than would be done by the prosy display matter which fewer persons read. Why not learn to appreciate and put a just value on the advertising space and not deem it worthless?

AN EDITOR'S DAUGHTER.

Caroline A. Huling,
90 Washington St., Chicago.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to De Soto, Wisconsin

MY admiration for the editor, who is a generous, persistent home-town-builder and booster knows no limit, and such an editor is Brother George H. Speck of the Pemberville, Ohio, *Leader*. This is unmistakably Brother Speck's "stunt" and he never fails to do it well. Scarcely ever does this bright little paper issue that it does not contain some special article which in essence constitutes a local push to Pemberville's interests, always ringing strong and assured with pride and confidence in the home town's present and future, always inspiring, instilling, inculcating, insisting, urging, inducing, suggesting and demanding these estimable qualities in the hearts of its readers. Sometimes these articles are long, sometimes brief, but truly characteristic of the real genius, they are ever strictly to the point and couched in a style so free and easy, so simple yet so elegant, and fraught with just enough of trite similes and invincible examples to at once charm and convince.

And do some yet ask if such a practice is not merely a waste of energy, ink and space? I know that many—perhaps even the majority—of newspaper men deem such editorial boosting only requisite and proper in booming a new town, which view is closely akin to the idea of such business firms who advertise only when business is good. If editorial boosting can help a town that is growing, and does help it, as has been proved a thousand times, then why not apply the same remedy to the town which is thought to be dead and at a standstill? And, as a reply to the query with which I opened this paragraph, permit me to point to Brother Speck's success at Pemberville during the past few years, as briefly cited in these same columns a few months back.

That I may not be misunderstood in this matter I wish to add in conclusion that I most assuredly do not deem it more the duty of a country editor to exalt and laud the interests of his home town than I deem it the duty of every other citizen thereof; but it must be self-evident that the editor has an advantageous position that makes it possible and practicable for him to do more for the betterment of his home town than any other man in it, and doubly blessed, I think, is he who clearly sees his opportunity in this direction and fully and unselfishly embraces it. It is the zenith of the altruism of newspaper making.

* * *

I have just now devoted a great deal more time than common to the inspection—and perusal of LEND A HAND, a neat little publication issued from the Salem, Oregon, State penitentiary. It makes me kind of sad to say it, but the sight of this magazine has convinced me that not all of the masters of the art on the coast have been able to keep out of jail. *Lend a Hand* is published regularly on the 15th of each month, and is edited, contributed to and printed by inmates of the penitentiary. Prisoner No. 5,547 is editor. The object of this admirable little sheet, which is issued under the auspices of the Oregon Prisoners' Aid Society, "is to encourage moral and intellectual improvement among the inmates; to devote its energies along lines calculated to lead recreant ones back to usefulness in society; to acquaint the public with our true status, and to dispel the prejudice which has always existed against those who have paid the penalty of their transgressions." As the intelligent reader, who attends to the punctuation of a text as he goes along, will note, the latter part of the foregoing is a quotation, and in the closing words thereof I divine a thought worthy of editorial space: Note it does not say "to dispel the prejudice which has always existed against those who have transgressed," but "those who have paid the penalty of their transgressions." This would suggest that there are many men at large who enjoy the full confidence and respect of the public, who nevertheless have transgressed quite as grossly as many of these who are paying the penalty behind prison walls, and deplorable as it may seem, this is true. Typographically and literally, *Lend a Hand* is worthy of much praise, showing a painstaking and conscientious attention from its makers. The July number is especially attractive in blue with red illumination of initials and titles.

* * *

The Sterling *Star* is a new one in the newspaper firmament of South Dakota, bringing forth its initial edition on July 3 last, with Henry S. Wood as publisher, and F. W. Clark, editor. The *Star* starts out with a fairly promising advertising support, but, as is often the case with new-born papers, with but a limited, antiquated mechanical outfit. In spite of this latter fact, however, pretty fair results have been attained all around, and I trust as Sterling's champion grows older and more abundantly blessed with the good things of this world, mechanical improvements may mark its progress. During the editorial introduction of this newspaper venture, the editor gives voice to some very sound philosophy, which it may not be amiss to quote:

> While starting a newspaper in a small town is generally considered a venture, and to many newspapers it is often proved to be no good thing, at the same time it will never do for a town which hopes to get to the front and attract to itself the interest and the energy that always lie in wait for good openings, to plod along without a spokesman to keep asking things for and about it.
>
> It may be well to say that the *Star* is not started as a political tail to any kite, nor as an organ for anybody or any cause. It is a business venture with the addition of those ethical and social attributes which properly belong to the newspaper character, a large feature of which is belief in steady progress of communities toward a better condition, mentally, morally and materially. We all wish to do well, do the right thing, and as a rule all are glad to see their neighbors prosper and be happy. It will be the effort of the *Star* to encourage and aid this sentiment, rather than to abet strife and support discontent, should those things get in its way.

* * *

Some mighty fine displayed ads, an interesting editorial department and a creditable news-service are the features that make commendable the *Tribune* of

Morris, Minnesota, an all-home-printed quarto weekly; but it is to be deplored indeed that a sheet of such estimable quality should be tempted to sell its entire front page to an advertiser. The main beauties present in the displayed work in this paper consist of the modern type-faces and the well balanced lay-out, but in detail the composition is but mediocre.

* * *

As in illustration for this installment I wished to show the first page of the *Mirror-Gazette* of Kilbourn, Wisconsin, but unfortunately that page of the copy at hand is so badly torn that I have decided to wait for some future issue before I gratify my desire. A very attractive makeup is effected, and a most commendable feature is the department entitled "Who's Who, A Word of Interest Concerning Some of Our Own People," which ought to furnish an acceptable suggestion for other papers. In this feature something about the biography and personality of local persons is exploited and I should judge it would prove popular with MIRROR GAZETTE readers. This is not the only examplary departure in this creditable paper, the editorials being strictly original, local, timely and suggestive of a fine sense of human humor and likewise a high degree of literary skill. The *Mirror-Gazette* is not so full of local news as it could be, although the service is ordinarily good; and a big opportunity for the improvement of the inner and back home-printed pages in the way of mechanical makeup is open. The presswork on this sheet is not first class, and the lack of support from local business firms in the way of advertisements, suggests that something is wrong somewhere. I sincerely trust the fault is not Editor E. J. Wheeler's.

* * *

A friend of mine who works in a postoffice told me once that he always welcomed little opportunities that come up in daily life to prove one's honesty, such as the returning to absent-minded patrons of the office small sums of "change" for which they had forgotten to wait, etc., and the thought struck me, as it has doubtless the majority of us, that we all delight in such opportunities to prove our integrity. Now I have just such an opportunity here: A letter from a personal friend of mine, namely, Mr. Verne S. Peas, of Baraboo, Wisconsin, lies open before me in which he asks me as a favor to review the Hillsdale, Michigan, *Democrat,* which, as you all know, I have already done in this journal for July. My review of this excellent publication went to press in Chicago at just about the time when Friend Peas penned his request to me, hence I have proved an "alibi," as it were, in any charge of being influenced in my judgment by the complimentary assertions of Mr. Peas, whose letter, inasmuch as it tells so much of interest of the man who is behind so excellent a paper as the *Democrat,* I take the liberty of quoting in full as follows:

BARABOO, WIS. June 24.

MY DEAR MR. COPPER:—While I have no authority to request it, I know there will be no ill results if you make a review of the Hillsdale *Democrat,* Hillsdale, Mich., a copy of which I am sending you under another cover. The whole thing on that excellent sheet is an old-time friend of mine, it is my home paper.

To give you a start on the job, if you decide to do Mr. Blackman up, I will tell you that you ought to know him. He is one of the very finest, combining the ideal and the practical as well as any man in my acquaintance. A perfect gentleman in every respect, well equipped by schooling and newspaper experience to handle a sheet in a cultured and thoroughly Amrican community such as is the old college town of Hillsdale, Mich. His father made the paper to begin with, then died and Hiram C. sold out his paper in Coldwater, Mich., and went home to take up the work. He believes in *deserving* business, before trying to get it; and as his field is appreciative, he gets it when he asks.

To my taste it is almost an ideal sheet. Enough country to keep the subscribers coming; enough city to cover the field; headed stories put up in exquisite taste—all about as nearly correct as is possible for a busy man to do. Then he has a job department that earns more than $5,000 a year. He pays good wages, to an extent that takes out of his profits at least $1,000 a year—by the standards set in Baraboo. But he is exquisitely decent in all things, and likes to see his help prosperous. He never issues an order, *asks* to have things done.

HAVE YOUR
Carpets Cleaned
By Vacuum and Compressed Air Process
WE can Clean Your Carpets thoroughly without the least damage being done to the Carpet. All the sizing and life left in the Carpet just as we get it. We have a brand new Compressed air plant especially for our Hillsdale trade. The first of its kind in this part of the state. Beats the wheel process of pounding out the dirt in every way. Give us a trial this spring. We'll guarantee results that will please you.
Star Steam Laundry
"Prompt Service" Our Motto
PHONE 27

No. 1

To sum it all up, he is the kind of a fellow that you can handle without damage to your conscience. Of course, this is all up to you—it is none of my business whether you write him or not.

Sincerely, NERVE S. PEASE.

Exhibit 1 is a fairly creditable advertisement specimen from the paper of which Brother Peas writes so favorably above.

* * *

I can't believe that the makers of the *Times Herald* of Hartford, Alabama, are themselves responsible for my receipt of a copy of that sheet this month,but rather am I inclined to consider it another case of the work of a contemporary, who sends the copy in just to have the fun of seeing the *Times Herald* "roasted" here, as I'll assure you it should be; but, since I so heartily disaprove of such practice as I suspicion in this case, (as I have clearly asserted on past occasions) at this time criticism in detail is withheld pending a personal request therefor from the *Times-Herald* publishers.

* * *

Generally speaking, what a fine paper is the Gering, Nebraska, *Courier,* started and published continuously for twenty-one years by the same man, namely, Editor A. B. Wood. The reader may gain a pretty accurate sympathy with my remark above if they refer to the reproduction of the first page (Exhibit 2) which I am presenting herewith, and I have also selected several advertisements for reproduction (Exhibits 3, 4 and 5) with which, aside from a possible personal prejudice against type faces and border, one could hardly find a serious fault. As to type, that in these specimens is all good for the purpose, modern, and personally pleasing to me, and the same might be said of the borders, with the exception of that around specimen 5, which is a border I never could tolerate.

The Gering *Courier* is a paper that I have had on my table at least two or three times before in the past, and I am pleased indeed to note that many improvements have been effected since our introduction some years

Not Only This Week, But Every Week, The Courier Gets The County News

Oldest and Best **The Gering Courier** Worth the Price

TWENTY-SECOND YEAR—NO. 5 GERING, SCOTTS BLUFF COUNTY, NEBRASKA, FRIDAY, MAY 22, 1908. $1.50 PER ANNUM

TWENTY-THREE FOR KENISON

Town and Country Notes

BRYAN SPEAKS TEN MINUTES

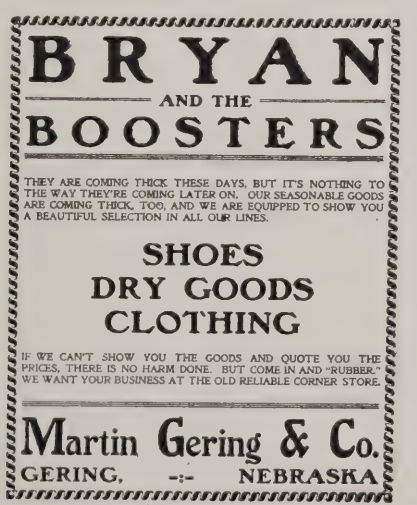
RAILROAD EVIDENCE GROWING

MIXERS FROM METROPOLIS

HISTORY

No. 2

ago. These changes for the better are particularly evident in the mechanical departments, and I am not quite sure but that the news features have also grown better. However that may be, I can now testify that these are superlative, all the happenings of Gering being gathered and recorded in an exceptionally attractive and entertaining fashion, and supplemented with an abundance of news from regular county correspondents. The loss in the absence of an editorial department in such an otherwise pleasing paper as this is always keenly felt. The presswork on the *Courier*,


BRYAN
AND THE
BOOSTERS
THEY ARE COMING THICK THESE DAYS, BUT IT'S NOTHING TO THE WAY THEY'RE COMING LATER ON. OUR SEASONABLE GOODS ARE COMING THICK, TOO, AND WE ARE EQUIPPED TO SHOW YOU A BEAUTIFUL SELECTION IN ALL OUR LINES.
SHOES
DRY GOODS
CLOTHING
IF WE CAN'T SHOW YOU THE GOODS AND QUOTE YOU THE PRICES, THERE IS NO HARM DONE. BUT COME IN AND "RUBBER." WE WANT YOUR BUSINESS AT THE OLD RELIABLE CORNER STORE.
Martin Gering & Co.
GERING, -:- NEBRASKA

No. 3

as indicated by the latest copies at hand, is near the point of excellence, but in spite of all my praises, I do not wish to convey the idea that the *Courier* is perfect in every mechanical particular. On the contrary, while I have Editor Wood's word for it that many of the ideas and recommendations of this department have been applied to the *Courier's* pages, yet there remains immense room for improvement, especially in point of mechanical makeup, in line with the suggestions which have been pushed forward and illustrated in these columns with such thoroughness of late. This stricture cannot pertain, of course, to the fine front page, a photograph of which appears herewith, which, in its delightful clearness and attractive arrangement, must appeal strongly to the heart of the idealist in the printing business. Just one objection

Our New Spring Goods
Come in and Look Them Over
We are too busy now with our big stock of Spring and Summer Goods to go into details until after we get them all unpacked and marked up—we mean down—for we are putting the price down to a competition basis. If you come to Gering to trade, you'll get the benefit. If you don't, you had better begin coming, for this store will quote you some figures that will make it worth your while. Come in and see these new goods, examine them and price them, and you can't help buying.
Dry Goods
Groceries
Clothing
MARTIN GERING & CO.

No. 4

A BIG CAR LOAD OF
FURNITURE
Our car load of Furniture has arrived and we cordially invite your inspection. Our prices are right.
FRED D. WOLT
GERING, NEBRASKA

No. 5

I might make in reference to the details of this first page: A more delicate and more modest border for the box heads could not fail to give a better aspect. I truly hope to have the privilege of reviewing the *Courier* many times again in the future.

* * *

FARINA, ILL., June 18, 1908.

Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—I am sending you by this mail a copy of my paper for your criticism in the NATIONAL PRINTER-JOURNALIST. I am a recent reader of the N. P.-J., and have become an interested reader of your department therein. It is encouraging to a printer like myself, who has "dug" out for himself practically all he knows of the newspaper business, to find that the ideas he has come to entertain accord exactly with those of one of the country's experts in regard to mechanical make-up, etc. My paper does not come up to my ideal every week, by any means, because, as I do all the work of the shop except the straight composition, I do not find the time to devote to the paper as I would like to, but was fairly well pleased with this week's issue and any criticism you would make in regard thereto would be thankfully received.

Yours very truly, A. S. COON.

Just a few deplorable features, I was about to say, keep the Farina, Illinois, *News* from enjoying the

highest place in my estimation; but this is scarcely true, for even the apparent defects cannot prevent my high esteem for this little sheet. The *News* is a six-column folio, printed all at home, and as evidence of its exquisite neatness, typographically, inspect its front page as reproduced herewith as exhibit 6. The work of a

Help Boost Your Town

THE FARINA NEWS.

Advertising Always Pays

VOL. XXXI FARINA, ILL., THURSDAY, JUNE 18, 1908 NO. 51

CHARLEY BLISS'S JUNE FORECASTS

IN MEMORY OF DR. ARNOLD C. DAVIS JR.

THE NEW STATE PRIMARY LAW

No. 6

real artist is in evidence particularly in this first page, and the absence of displayed advertising matter therein is especially commendable. The presswork on this paper is deplorably bad, and several of the pages are made up hardly in accord with the advice of this department; but the contents are all of a high order, unless it be the patent medicine readers. I notice in the *News* that articles are sometimes broken in one column and concluded in another, and where broken an ordinary dash is inserted, which indicates conclusion rather than continuation. This is a practice scarcely ever necesary in country weekly work, but in case it cannot be avoided, where the article is broken a full-measure single-line advertising rule ought to be inserted, which shows that the story does not end there, but is carried over to the following column. I do not pretend, since this department has attained to such extensive proportions, to offer exhaustive review in a single inspection, hence the only way my patrons may hope to have everyone of their features examined herein is to keep a-coming from time to time, until I shall have had occasion to cover everything. And so I hope the Farina *News* will do.

* * *

Brother Van Boyce, with the Adel, Iowa, Dallas County *News,* recently had another creditable full-page advertisement to set, a copy of which he has kindly favored this department. A full-page ad in the Dallas County *News* means something more than full-page ads in lots of other papers, for the *News* is an eight-column sheet, with pages equal to two of the ordinary kind. Brother Boyce handles these huge specimens in a masterful way, especially considering the material with which he has to work.

* * *

LA HARPE, ILL., June 20, 1908.

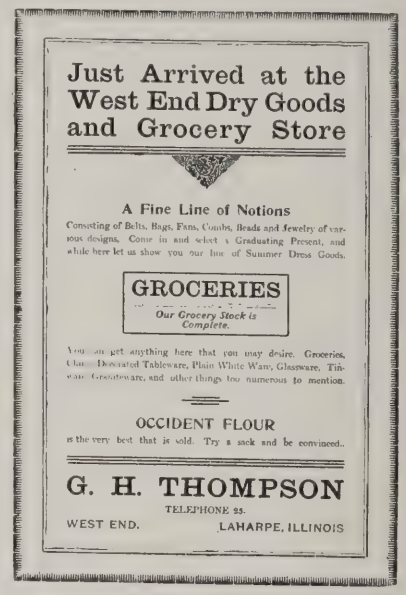
Mr. O. Byron Copper, DeSoto, Wis.

DEAR SIR:—Am sending you, under separate wrapper today, a few ads clipped from the "waste-basket" files of the *La Harper.* I would like your opinion and criticism of them in the next issue of the NATIONAL PRINTER-JOURNALIST.

Thanking you in advance for the favor, I remain,

Very truly yours, E. C. WARREN.

Brother Warren's ads are being reproduced herewith as exhibits 7, 8, 9. They require little comment


Just Arrived at the West End Dry Goods and Grocery Store

A Fine Line of Notions

Consisting of Belts, Bags, Fans, Combs, Beads and Jewelry of various designs. Come in and select a Graduating Present, and while here let us show you our line of Summer Dress Goods.

GROCERIES

Our Grocery Stock is Complete.

You can get anything here that you may desire. Groceries, Glass, Decorated Tableware, Plain White Ware, Glassware, Tinware, Crockeware, and other things too numerous to mention.

OCCIDENT FLOUR

is the very best that is sold. Try a sack and be convinced.

G. H. THOMPSON

TELEPHONE 55.

WEST END. LAHARPE, ILLINOIS

No. 7

from me, as I feel that they will speak for themselves. They are all nicely laid out and treated in a thoroughly

You'll Like Our New...

Spring Suits...

YOU'LL like them for more reasons than we can name here, but principally because they are good in looks and quality

IF you do not care what you wear you can buy a ready-made suit any where and pay as much for it as we ask for our finely Tailored Suits.

IF you wish to wear GOOD CLOTHES at a moderate price, you can make sure of satisfaction by getting one of our guaranteed suits, designed by artists and made by skilled tailors.

Copyright 1908 The House of Kuppenheimer Chicago

THE patterns are stylish and you can depend on the wearing quality of the cloth.

Our.. $15 Suits

are the best that we have ever offered. Every garment has a style and shapeliness that few tailors attain. They hold their shape because they're MADE RIGHT.

IF you buy of us you run no risk. We guarantee perfect fit and quality.

Your Money Back

Keef. Clothing Co.

LAHARPE

No. 8

workmanlike manner. The display is good, the rule work tasteful and the massing of black and white

extremely conservative. Type is all well chosen and the balance unusually well preserved. Such ads make

The Keef
Gigantic January INVENTORY-CLEARANCE SALE
Great Slaughter of Prices in Men's, Young Men's and Boys' Clothing!
SALE STARTS JANUARY 3, ENDS JAN. 18
All the Latest Shades, Styles and Patterns are in This Sale.
Men's and Young Men's Suits
Men's and Young Men's Overcoats
400 Boys' Knee PANTS
10 Per Cent Discount
100 Boys Knee Pant Suits
At 25 per cent Discount.
Entire Line of Men's Caps
At 20 per cent Discount.
30-Boys' Overcoats-50
At 25 per cent Discount.
Silk and Way Mufflers
At 20 per cent Discount.
Our Entire Line of Roll Collar SWEATERS
AT 25 PER CENT DISCOUNT.
Our Entire Line of Wool Shirts; 20 pr ct Discount
Men's Sheep-skin Lined COATS in Corduroy and Duck
A Few Bargains in Fur Gloves, Mittens and Fur Coats
ONLY A FEW LEFT.
Alterations FREE! TERMS CASH!
The KEEF CLOTHING COMPANY
Clothiers.....Furnishers

No. 9

a fine feature in this department, and I trust this compositor may thus favor us again.

* * *

FRANKLIN, ILL., June 12, 1908.

Mr. O. Byron Copper, DeSoto, Wis.

DEAR BROTHER COPPER:—Here it is June-time, with brides and bees as thick as patches on the old-time editor's pants, which tradition tells us were many, and I am reminded that you haven't seen a *Times* for more than a year, for which reason I send you by this mail a few copies of recent issues.

Get your little hammer out, and after looking them over, dispense as many "knocks" as pleases you through the N. P.-J. The long range has a tendency to diminish the force of the blows, and a friendly "knock," be it advice or criticism, rarely, if ever, does any harm to the fellow who receives it.

Thanking you for the many kind things you have been charitable enough to say about the *Times* in the past, I remain,

Yours very sincerely, W. N. LUTTRELL.

The *Times* is another one of this department's old-time friends that has not suffered during the interim between this and the last visit. It is one of those delightful clean-front-page specimens with an impression that is almost perfect. A fine typographical equipment makes the attainment of the highest perfection possible in the mechanical departments, but from some cause or other the ad-compositor does not achieve the excellence one might reasonably anticipate. This is not saying, however, that the ad composition is bad, for it is not—just a trifle coarse and apparently carelessly constructed, with now and then a creation of real merit. Brother Luttrell has invited me in the foregoing letter to "get my little hammer out," and in this connection I want to asure him there is just one feature in his excellent paper anent which I could conscientiously use my "little hammer" with any vengance, and that is the mechanical makeup. If the ads were all arranged to the right hand side of the page, with the larger specimens nearest the bottom, tapering with the smallest ad to the top of the page, what a far more pleasing and well ordered thing the pages of the TIMES would become! The local news-service of the Franklin TIMES is always thorough and exceptional, the number of county newsletters from

THE FRANKLIN TIMES

PUBLISHED FOR FRANKLIN AND SOUTHEASTERN MORGAN COUNTY

PRINCIPAL OF SCHOOL CHOSEN

BLUE DENIMED LAD

SUGGESTIONS FOR WOODLOT

No. 10

correspondents refreshing, and the editorial department proper a veritable delight. Exhibit 10 shows what the TIMES'first page looks like.

* * *

Tom McGregor, a newly-found brother at Covington, Tennessee, has been having quite a time in getting copy of the Covington *Leader* into my hands, occasioned partly by inaccuracy of address, but when the reader has seen the advertisement which Brother McGregor has been trying to place before me, he must surely agree that it has been worth the trouble. Brother McGregor's first letter is dated June 10, and runs as follows:

Mr. O. Byron Copper, North Yakima, Wash.

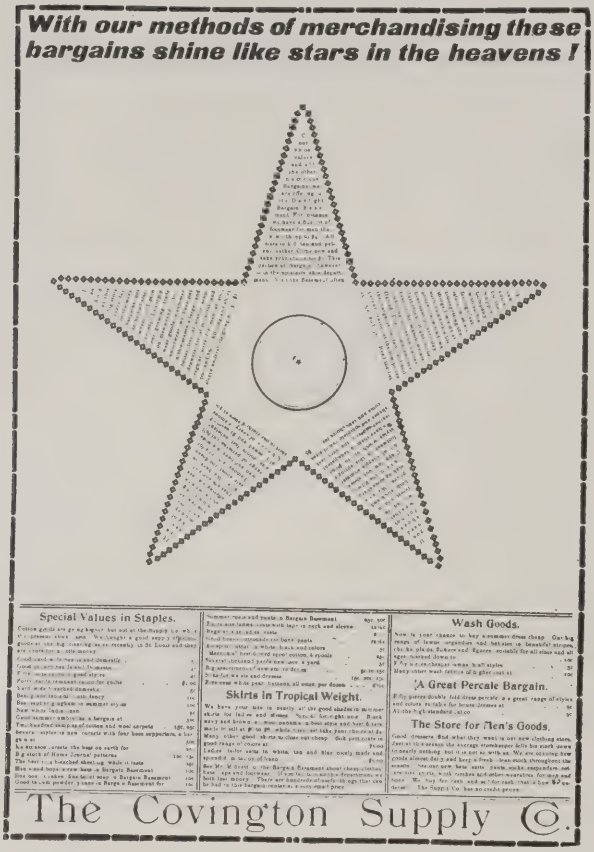
DEAR SIR:—Under separate cover I have mailed you a copy of the Covington *Leader* of June 12th, containing an advertisement on page five which I send for your criticism, either favorable or adverse. I only wish to profit and learn by whatever you may have to say. I took a great deal of pains in setting the ad and think it is a little out of the ordinary for country newspapers. If you should think it worth while and see fit to reproduce it in the NATIONAL PRINTER-JOURNALIST and comment and criticise it, your efforts will be appreciated. I feel like I may be imposing upon you to some extent, but having noticed in your valuable journal at different times ads that would not show up as well as the one I send, I hope my efforts will also be appreciated and that you will deal with me kindly, and should you not see fit to make any mention of it, I assure you there will be no hard feelings on my part.

Trusting I am not asking too much of you and hoping to have your criticism on the matter either in your journal or in a more personal way, I beg to remain,

Yours very truly, TOM MCGREGOR.

Brother McGregor's advertisement is being shown as exhibit 11, and unreservedly I pronounce it one of

the most remarkable typographical creations I have ever seen perfected. Of course, the extraordinary part of this advertisement is the immense star in the center, the perfection of which constitutes a stupendous piece of composition. It shows constructive ability of the highest class, patience and skill, even though it does not represent a class of work to be followed in daily


With our methods of merchandising these bargains shine like stars in the heavens!
Special Values in Staples.
Skirts in Tropical Weight.
Wash Goods.
A Great Percale Bargain.
The Store for Men's Goods.
The Covington Supply Co.

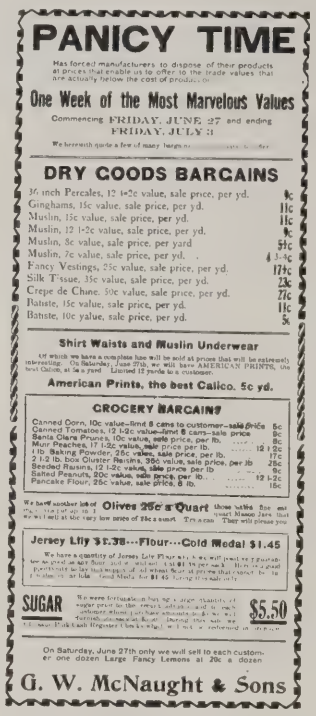
No. 11

practice. I dare say the Covington Supply Company never before, and never will again, get their ideas so well carried out, if, indeed, the idea was not wholly original with my contributor. There are other unusual ad specimens in this copy of the *Leader,* but since all of them are so far out-classed by this one of the star, I refrain from their reproduction at this time at least, and I hope Brother McGregor will not fail to keep this department posted in the event of the creation of any further typographical wonders on his part.

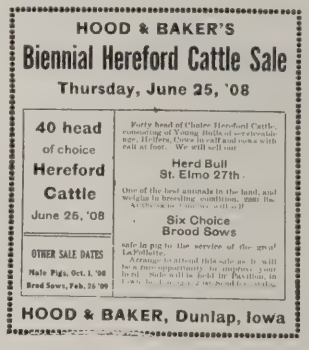
* * *

On June 11 the Lawrenceburg, Indiana, *Press,* issued with a new title—consisting of the two words, "The Press," only, with an (irregular) circular cut between them, and a ruled box at either end. Then on June 18 the old heading was used again, and the following week the new head, with different boxes and the cut of a palm-leaf fan between words, again appeared. The new title, as it appeared the second time is all right, with the exception of the "fan" cut. Of course, during this hot weather, it might be construed to a sense of appropriateness, but winter's coming, even in Indiana—and the cut certainly bears no relevance to the title. I've been trying since I wrote the above to get some information and enlightenment on this mystery from the columns of the *Press,* but all I can find is three blue-pencield paragraphs about the hot weather, hence the palm-leaf fan.

Orchards & Rubey, proprietors of the Glidden, Iowa, *Graphic,* send this department a "bunch" of ads clipped from their publication, the major portion of which may


PANICY TIME
Has forced manufacturers to dispose of their products at prices that enable us to offer to the trade values that are actually below the cost of production
One Week of the Most Marvelous Values
Commencing FRIDAY, JUNE 27 and ending FRIDAY, JULY 3
DRY GOODS BARGAINS
Shirt Waists and Muslin Underwear
American Prints, the best Calico. 5c yd.
GROCERY BARGAINS
Jersey Lily $1.38---Flour---Gold Medal $1.45
SUGAR
$5.50
On Saturday, June 27th only we will sell to each customer one dozen Large Fancy Lemons at 20c a dozen
G. W. McNaught & Sons

No. 12


HOOD & BAKER'S
Biennial Hereford Cattle Sale
Thursday, June 25, '08
40 head of choice Hereford Cattle
June 25, '08
Herd Bull St. Elmo 27th
Six Choice Brood Sows
OTHER SALE DATES
HOOD & BAKER, Dunlap, Iowa

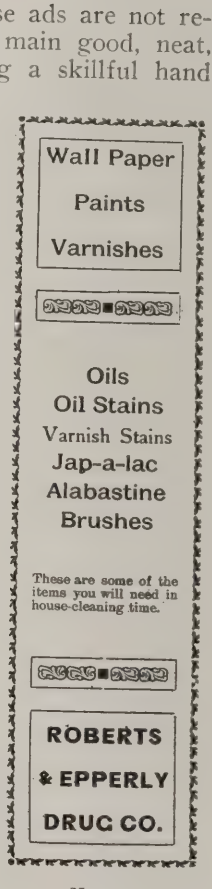
No. 13

be seen as exhibits 12 to 16. These ads are not remarkable, perhaps, but are in the main good, neat, serviceable specimens, all showing a skillful hand

No. 14

M. LINN
DEALER IN
Shelf and Heavy Hardware
When in need of anything in the line of
RANGES, GASOLINE STOVES,
Woven Wire Fencing or Garden Tools, Tinware, Cutlery or Carpenter Tools see Linn.

No. 15



No. 16

thoughtful head. In nearly every one of the specimens reproduced herewith a fine degree of intelligent "massing" is in evidence, than which nothing is more imperative in advertisement composition.

I'm under the impression that it hasn't been a great while since the Larchwood, Iowa, *Leader* was considered critically in these columns, and here, I am pleased to note, is another copy. The *Leader* possesses a number of good features and a number of bad ones likewise. Among the first is the presswork, the news service, and the editorial work together with a part of the advertisement composition; while included under the

Wash Goods Remnants at Great Reductions
SOME of the lengths are ample for entire summer dresses, negligees or dressing saques, ranging from two to twelve yards. Colorings are shown in an immense variety of decidedly attractive patterns. Almost any need for wash goods may be supplied at less than the former low prices.
Hot Weather Groceries—The best is none too good for you and we always sell the best
Highest market price paid for your cream, butter, eggs and your chickens.
J. M. Haggardt & Co.

No. 17

latter head—that is, the bad features—are the displayed spaces on the introductory page, and the incorrect mechanical makeup. It is quite clear that the good overbalances the bad, somewhat, which is encouraging. One of the *Leader's* creditable ad specimens is reproduced as exhibit 17. This gives evidence of excessive underscoring. If the rules under the first two lines of display at the top had been omitted, the result would have been more forceful and pleasing.

* * *

Brother Harry M. Jackson, of the Clifton, Tennessee, *Mirror,* runs a department in his paper under the title of "Fun and Filosophy," "selected from various sources," from which I take the privilege of quoting the following "squib," which goes to show the brilliancy of us Wisconsin editors:

A Wisconsin editor was visiting in Chicago and he decided he would buy a new Panama hat. Going to a store, he asked the price of one that looked good to him. The clerk replied, "Fifteen dollars," when the editor asked, "Where are the holes?" The clerk appeared bewildered for a moment, but managed to ask, "What holes?" The editor replied, "The holes for the ears of the jackass that would pay $15 for a hat like that."

* * *

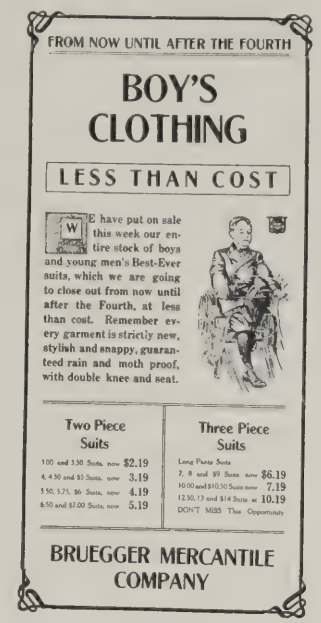
The ad-compositor on the Walhalla, North Dakota, *Mountaineer,* gets some pretty attractive results sometimes in his ads; but unfortunately he has the faculty of exploiting too many ornaments in his work. He usually does this quite intelligently, but not always judiciously, and when he learns to discriminate more closely regarding ornamentation, his work will at once improve remarkably.

* * *

I always take a lively interest in the Letts, Iowa, *Record,* copies of which Editor Fred F. Flatt never fails to forward me from time to time. Brother Letts' evident conscientious efforts to keep his little paper up to high standards is that which compels my constant interest. It is now a very neat, clean little sheet, and I am confident it shall continue to improve.

* * *

I am also still an enthusiastic admirer of the Williston, North Dakota, *World,* that progressive, modern weekly which I took occasion to compliment freely in these columns a month or so ago. Publishers Greer & Jorgensen keep me constantly supplied with the current issues, and I can see that neither brains, money


FROM NOW UNTIL AFTER THE FOURTH
BOY'S CLOTHING
LESS THAN COST
WE have put on sale this week our entire stock of boys and young men's Best-Ever suits, which we are going to close out from now until after the Fourth, at less than cost. Remember every garment is strictly new, stylish and snappy, guaranteed rain and moth proof, with double knee and seat.
Two Piece Suits
100 and 3.50 Suits, now $2.19
4, 4.50 and $5 Suits, now 3.19
5.50, 5.75, $6 Suits, now 4.19
6.50 and $7.00 Suits, now 5.19
Three Piece Suits
Long Pants Suits
7, 8 and $9 Suits now $6.19
10.00 and $10.50 Suits now 7.19
12.50, 13 and $14 Suits at 10.19
DON'T MISS This Opportunity
BRUEGGER MERCANTILE COMPANY

No. 18

nor muscle is being spared in making the *World* one of North Dakota's leading weeklies. Great halftone cuts grace the pages of every issue, especially right now during campaign-time, and many special typo-

THE HUB
J. D. WOLPERT Proprietor
Reductions on Men's and Boys' Clothing
This Is The OPPORTUNITY for which you have waited. The entire stock of high grade clothing must be reduced to the lowest possible limit.
Fancy Browns and Grays
Regular $25.00 Suits at $21.50
Regular 22.50 Suits at 19.50
Regular 20.00 Suits at 17.50
Regular 18.00 Suits at 15.00
Regular 15.00 Suits at 12.00
Regular 12.50 Suits at 10.00
All Boys' Suits, 20 per cent off from our regular low prices.
"The Hub"

No 19

graphical features are exploited with unusual success. Particularly artistic and attractive are the *World* ads, a number of which I shall reproduce here (Exhibits 18, 19 and 20). The typographical equipment of the *World's* plant is high-class and of the time's latest and

Cool and Cleanly
Buy the best refrigerator that is made, for it will save enough in food in a season to pay for itself. Our Peerless refrigerator is economical in consuming ice, and neither fresh, fish fowl or anything in the way of eatables will spoil in it in the hottest weather, if you keep a fair amount of ice in it.
Van's Furniture Store
UNION BLOCK

No. 20

most beautiful faces and consequently, with the services of the artists, which it is evident are employed, it would be passing strange, indeed, if Messrs. Greer & Jorgensen should not attain some of their ideals.

THE GARDEN SPOT OF THE EARTH

MANY PEOPLE PLANNING TO GO TO SOUTHWEST OKLAHOMA.

The removal of restrictions on Indian lands in the Indian Territory portion of Oklahoma, is creating great interest throughout the nation among capitalists looking for investments and planning to establish manufactories, as well as among the tillers of the soil who hope to better their condition.

Chickasha is situated in the Washita valley, the center of the choicest of the Indian lands, and to that city will go those who study the situation intent on reaching the vantage point. Seven railroad lines diverge there. Water power plants will furnish to manufactories cheap electric power.

Chickasha ships more corn, more cotton and more live stock than any other point in Oklahoma.

The modern built business district in the valley and beautiful residence portion on hills make a veritable dreamland. The imposing churches and modern school buildings are monuments to the character of the citizens who erected them.

The country for which Chickasha is the market center ranks with the most productive in the world. Corn, cotton, wheat and alfalfa are grown with equal success to that of either crop in a one crop country. Garden trucking is to be one of the most profitable pursuits. Fruits of a llkinds grow and produce luxuriantly. In fact, Grady county, of which Chickasha is the capital, is the garden spot of the earth.

Chickasha has a live commercial club which promptly answers letters of inquiry regarding the section to which the eyes of the nation are just now directed.

NEW ROAD TO CANADA

SINGULAR RECORD IN RAILROAD BUILDING WAS ESTABLISHED ON JULY 1ST—SUDBURY WAS THE SCENE—SECOND DIRECT COMMUNICATION WITH TORONTO MADE WITHIN 16 DAYS.

A singular record in railroad building in Canada was established on July 1st, when Sudbury, two hundred and fifty miles from Toronto, and the town of the greatest nickle mine in the world which is controlled by American capital, made its second direct railroad communication with Toronto, the manufacturing metropolis of Canada, within 16 days.

The second line to be opened since June 15th, will be the Canadian Northern railway, (part of the eastern division of the Canadian Northern, which has 3,300 miles of track through the great wheat belt of western Canada) which for a year has been running from Toronto to Parry Sound, alongside the wonderful Muskoka lakes, and which has been extended to Sudbury, through a wild and rugged country that abounds with rivers and lakes full of fish, and is roamed over by thousands of red deer, and which, as it is immediately south of the nickle, copper and, iron and silver mines that are proved to be among the richest in the world, is also likely to contain large deposits of minerals. For instance, Mr. J. T. Kerr, of Detroit, who, getting into the French river district on construction trains, did a little prospecting, has already arranged to take a party of prospectors to work for the rest of the summer. He writes, "The assay of the quartz discovered has proved quite satisfactory, so I decided to go back and commence operating."

ORE FOR FREIGHT.

The new railroad will bring the ore from the Moose Mountain mines, about 30 miles north of Sudbury, to Key Harbor, the port which has been established on Georgia bay, with an initial capacity for handling 8,000 tons per day, and which brings Cleveland and other iron manufacturing cities 500 miles nearer to mines than they were when they had to depend upon supplies via Duluth. The town at the Moose Mountain mines has been called "Sellwood" after the vice-president of the Moose Mountain Iron Company (the president is John W. Gates, of New York) and shipment will begin as soon as the docks are completed, which it is expected, will be sometime in August.

Key Harbor is at the mouth of Key Inlet, about six miles south of the outlet of French river, which will, some day, be the channel of the Georgian Bay Canal, taking western grain via Lake Nipissing, and the Ottawa river to Montreal, saving about 400 miles haulage to tidewater.

A DELIGHTFUL REGION.

It is remarkable that the French river should receive railway service in the year that the tercentennary of the founding of Quebec by Champlain is being celebrated. The French river was navigated by the French explorer, nearly three hundred years ago, on his way to stay with the Huron Indians, prior to a raid with them upon the Iroquois, south of the St. Lawrence. Indeed, Champlain camped on the site of the modern Key Harbor, where some interesting relics were discovered when work on the port began a year ago. The whole French river region is a delight for fisherman, canoist and camper, and already many Americans, who know something of sport in Canada, have arranged to spend their vacations among the woods and rocks and waters of this hinterland of Georgian Bay.

The Canadian Northern Ontario railway makes access to the French river remarkably easy, for, instead of a long, roundabout and tedious journey there is a first-class daily passenger service with parlor and dining-car accommodation. With the development of mineral traffic from Sellwood to Key Harbor, and also to Toronto, where a smelter, capable of employing 15,000 men, is planned, the wilderness, through which Champlain passed, will become one of the most profitable localities on the continent.

A PLEA FOR SUNSHINE

READ BEFORE THE MEETING OF THE NEW YORK PRESS ASSOCIATION AT NIAGARA FALLS, JUNE 26TH, 1908, BY LOUIS MCKINSTRY, EDITOR OF THE FREDONIA CENSOR.

Mr. President, Ladies and Gentlemen:

At our last meeting at Thousand Island Park, brother McArthur of Granville read an excellent paper on Muck Raking. Some of the speakers who followed did not exactly agree with him and glorified the province of the press to denounce and criticise and make life miserable for somebody every week. Brother McArthur had said that where a citizen or a public official has gone wrong, the criticism or denunciation should be made in sorrow rather than in anger, and that it is wiser to look for good things to say about people than to go muck raking. I quite agree with Brother McArthur and will now (at our beloved Secretary's request) write a few things that I ought to have said then.

There is no temptation that is more alluring to a pugnacious man who happens to be an editor, than that which incites him to be always roasting somebody, or bemoaning the corruption of the times, until he gets to feel like the stern old Scotch Presbyterian who declared: "There's not an orthodox person in this kirk except mesel' and Sandy, and I hae me doots about Sandy."

Then there is the temptation of instilling terror of the editorial pen, until the ambition of the editor becomes like that of the little boy whose teacher asked him what kind of a man he was going to be. The boy solemnly replied: "I'm goin' to be a man so turrible that folks will tremble at the mention of my name."

No doubt many papers such as I have discribed have made it profitable to pursue the course mentioned, but pecuniary profit regardless of means is not the high ideal of this association, and in reviewing our life work we hope to call to mind considerable good accomplished in the way of good influence upon our readers. No good influence follows continual scolding.

The habit of constant and bitter criticism or sneering, and ridicule of nearly every person discussed, is as characteristic of some families as it is of some newspapers, and I believe that the effect of such a newspaper on a community is as baneful as is the influence of that kind of parents upon their families. Bring up the boy or girl with the example of a father and mother who are always detracting from

somebody's merits, saying that this man got his money dishonestly, that woman is no better than she should be, this minister is a hypocrite, that lawyer a swindler and that doctor a quack, and whether the criticism be true or false, the effect is the same on the children. They grow up disagreeable to everybody and naturally assume that to be a straight, square dealing man or woman is to be out of fashion. Once convince a boy or girl that the world is all bad and you have insured their being bad. If all who prosper are continually denounced as wicked, the young man who believes it says: "Well, if none but the wicked prosper, I will be wicked, for I want to prosper."

And the contrary habit has the reverse effect.

I was impressed on this point some years ago when a middle aged fellow citizen came to me with the facts for the death notice of his venerable father. After giving me all the data, he added:

"There is one memory of my father which I prize more than that of the public offices he held or the ability with which he filled them, and that is a peculiar rule which he enforced in his family. We made a large table full and from my earliest boyhood I remember his regular admonition, whenever it was necessary, that none of the family should ever say anything against any person, especially at the table. 'If you cannot say something good of somebody, keep still,' was his positive command, and it was enforced during all the years the children were at home."

The result was they grew up a very lovable family, the boys and girls all becoming men and women of high standing in the community, having the confidence and good will of everybody. One was a man of large affairs in New York City.

It has occured to me that a family newspaper, while it need not be so rigid in prohibiting all criticism as was Major Wilcox in his family, yet by a general air of hopefulness and good will toward the mass of mankind, may have the same desirable influence in uplifting and encouraging the young, and older ones too, and convincing them that it is worth while to be decent and upright and patriotic, and such readers will be benefited and the country will be benefited if they acquire a faith that most of our public men, and even millionaires, have good intentions and are doing their best to serve their fellow men honestly and ably.

An old sea captain told me once that he would rather look upon mankind, as he did when young, and be swindled occasionally, than to hold the gloomy view that was occasionally forced upon him by his experience with all kinds of characters. Better be unduly optimistic than eternally lamenting till your readers never see a doughnut but are always looking through the hole into some dark depth of despair.

For one thing is certain, and that is that if the great mass of our citizens ever become convinced that the scolding journals and magazines are telling the truth, we shall have no material to draw from to constitute a decent government. One pessimistic periodical has been well described as follows:

"We find its whole strength and genius bent to persuade us that the financial world is a structure of corruption, that the United States Treasury is criminally inefficient, that the United States Senate is a club of dissolute and incapable millionaires, and the House is a band of bandits whose chief business is the promotion of private graft bills; that war pensioners are dead beats; and college athletic victories are bought and sold; that conspirators are running off with Niagara Falls; that grocers are thieves and druggists murderers; that the press is venal and the pulpit invertebrate; and that the whole activity of man is larceny, bribery, bank wrecking, franchise grabbing, blackmail and the concoction of fraudulent foods and deadly drinks."

Fortunately, the people thus far have not subscribed to the statements of such periodicals, but are more influenced by such papers as constitute this Association, which still see good somewhere and have abiding faith in the virtue of the people.

Henry Ward Beecher gave an address before this Association at Poughkeepsie many years ago. I did not hear it but have read in it this cheerful injunction:

"Make your papers so bright that they will go into a family like the sunshine of a May morning, spreading hope, faith, belief in God and man, comfort and encouragement, and never leaving a bad taste in the mouth."

That was an injunction worth framing in every sanctum.

Mr. President: This Association may never have a litany, but if it ever does have one, I would like to write one of the prayers. It will be:

From the heart of the Muckraker, the Spirit of the Sham Reformer, and the habit of the Common Scold, Good Lord deliver us.

BUSINESS NOTES

The new catalogue, just issued by the Babcock Printing Press Manufacturing Company of New London, Conn., is an excellent piece of effective, artistic, commercial printing. Enlightening, illustrated descriptions are given of the Babcock presses of different sizes and styles, together with some of the principal points for which superior excellences are claimed. The principles of construction and operation are fully set forth and the illustrations are such as to give accurate comprehension of all that is contained in the text. Sizes and prices are given.

Six or seven of the closing pages are devoted to "Hints About Make-Ready, Register and Other Things." Among the "other things," are some very important facts and suggestions as to "Slur in Printing," adjusting the different parts of presses and "Oiling the Press." These pages can be read with profit by all press operators of cylinder presses and especially so by all users of the Babcock Printing Presses.

CHAMPION CUP

Presented to Photo Engravers Union No. 1 by Star Engravers' Supply Company, New York City, for Baseball Supremacy 1908.—To be played for by the different commercial shops.

The F. Wesel Manufacturing Co. have removed their Chicago office and salesroom to 329 Dearborn St., where a complete line of printing, electrotyping, stereotyping and photo-engraving machinery and supplies are kept in stock for quick deliveries.

This company has been justly termed the Universal Providers, as the many devices they manufacture and carry enable them to equip complete plants on very short notice.

In their Chicago salesroom a space is provided for visitors, where a desk and writing material may be used and also where the current numbers of all trade papers may be read.

When visiting Chicago do not fail to call upon them and make your headquarters with them.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

FOR SALE—MATERIAL OF FORMER AUSTIN DAILY and Weekly Register. A bargain. Owner's health failed. Address H. O. Basford, Austin, Minn.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

LOS ANGELES TIMES LINOTYPE SCHOOL—Competent operators furnished. Tuition rate $100; three months course or longer—stay till proficient; work on "live" matter—non-printers admitted; best operators often non-printers. For further particulars address—The Times, Los Angeles, Cal.

PAYING NEWSPAPER AND JOB OFFICE IN SOUTHeastern Idaho. Electric power, new presses. Owner has accepted position as ad manager for manufacturing firm. Write Joe H. DeWitt, Soda Springs, Idaho.

EXPERIENCED NEWSPAPER MAN, PRINTER, LIBerally educated, having sound business training and accustomed to responsibility, desires position as business manager or editor of daily paper in live town. Address N., care NATIONAL PRINTER-JOURNALIST.

FOR SALE—2—7 COL. AND 1—6 COL. QUARTO CYlinder Presses, elegant machines; also 2 Ideal and 1 Washington Press. Immense cash bargains—quick deal. KING & WALKER CO., Madison, Wis.

$4500.00 GUARANTEED annual income

from $30,000.00 investment and personal effort.

EDITORIAL OPPORTUNITY

Bright, square, ambitious and reliable young Democrat, competent to handle editorial end daily in city of 75,000. Preferably one who commenced on a small property where he had varied duties. Owner offers satisfactory candidate twelve months' option on an interest for $30,000.00 cash. Will guarantee incomer a return at rate of $4500.00 annually. Relations proving satisfactory purchase to be completed. If unsatisfactory to either, the new man to withdraw with guaranteed income and his principal.. Owner to give satisfactory security covering guaranteed income and the return of incomer's principal. Proposition No. 418;

C. M. PALMER, Newspaper Broker

277 Broadway, New York

Opportunities of all magnitudes available.

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

ASSOCIATED ADVERTISING CLUBS OF AMERICA CONVENTION KANSAS CITY AUG. 26, 27, 28 1908

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

"PERFECTION"
WIRE STITCHING
MACHINES

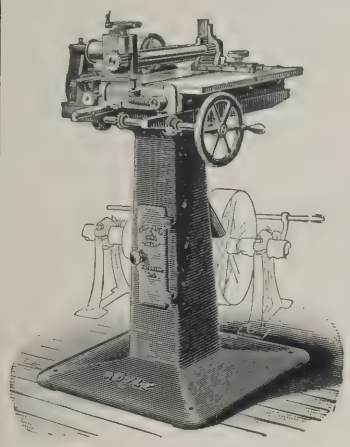
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



Success in Photo-Engraving

From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

JOHN ROYLE & SONS
Paterson, New Jersey
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Rebuilt Model 1, 2-letter Linotypes, with new matrices, new spacebands and Universal mold for $2000.00. F. O. B. Chicago.

We use nothing but *Genuine Linotype Parts* made in the United States, in our work.

We Repair Spacebands

Price for repairing bands, each...25c.

Gutenberg Machine Co.

WILL S. MENAMIN, President and General Manager

545-549 WABASH AVENUE

CHICAGO

¶ Our re-etched halftones produce the finest possible results under print shop conditions at a minimum of time, labor and expense.

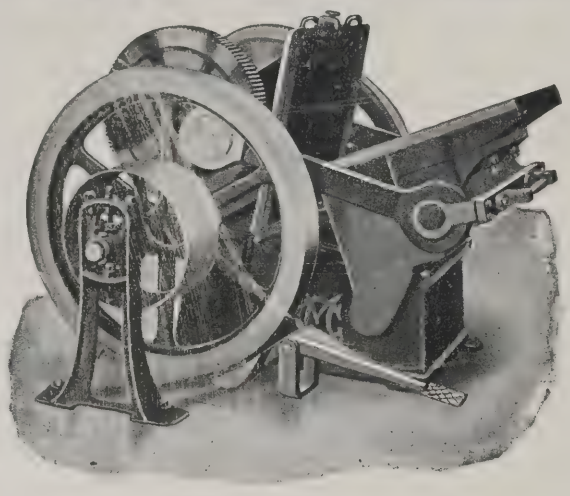
¶ The depth of etching makes a plate particularly desirable for newspaper work as well as for the better grades of paper on which delicate gradations of light and shade can be secured to a nicety.

BUCKBEE-MEARS COMPANY

DESIGNERS
ENGRAVERS

355 Minnesota Street ST. PAUL, MINN.

Improved Universal Cutter and Creaser



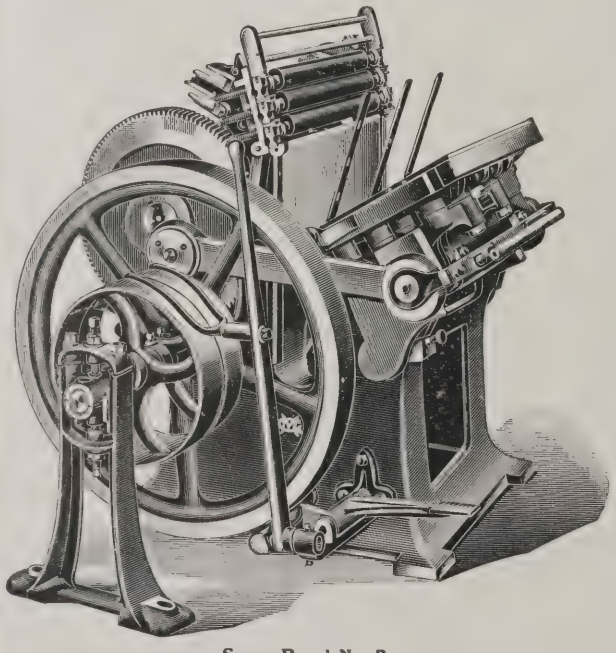
No. 4. 30 44 inside chase

BUILT IN FIVE SIZES

No. 1	20	x 30	inches	inside	chase.
No. 1½	22½	x 30¼	"	"	"
No. 2	23¼	x 31	"	"	"
No. 3	27	x 40	"	"	"
No. 4	30	x 44	"	"	"

Power for Nos. 1 and 1½, 1 h. p.; for Nos. 2 and 3, 1½ h. p.; for No. 4, 2 h. p.

Improved Universal Printing Press



Super Royal No. 3

4 Styles Printing Presses—5 Combinations
3 Styles Embossing Presses
Stamping Press

The National Machine Co.
Hartford, Conn., U. S. A.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.

111 Fleet Street, E. C., London, England

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 317 W. 124th St. New York

AMERICAN EMBOSSING CO., BUFFALO, N. Y.

Trade Work, Die and Copper, Engravers for concerns who do their own printing

GOOD WORK AND PROMPT SERVICE

THE CHICAGO & ALTON USES CONCRETE TIES

They can't rot or get out of line. They are another illustration that

"THE ONLY WAY"

is ever mindful of the safety and comfort of its patrons. Perfect passenger service between CHICAGO, ST. LOUIS, KANSAS CITY and points beyond.

GEORGE J. CHARLTON,
General Passenger Agent, Chicago, Ill.

Read by British and Colonial Printers the World Over.

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 25 Cents.

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, and LONDON

American Representative,

A. O'DONOGHUE,
317 W. 124th St., - New York

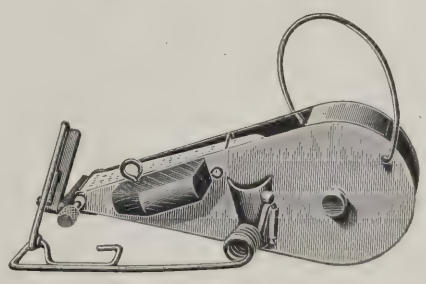
BOURKE-RICE ENVELOPE CO.

Makers and Envelopes and Printers of Paper Goods

66-74 SHERMAN STREET, CHICAGO

THE EMPIRE MAILER

Better than the Best.



Cost Less than any other make

The EMPIRE MAILER will be shipped to any responsible house for ten days' trial. If not satisfactory return the MAILER to me and it will cost you NOTHING.

PRICES—STANDARD SIZES.

WITH 2 in. Carrier Belt	$15.00	WITH 3½ in. Carrier Belt	$21.00
2½ in. " "	17.00	4 " " "	23.00
3 " " "	19.00	4½ " " "	25.00

Write me for particulars.

Manufactured by N. J. DOBEL,

223 Massachusetts Avenue, - - BUFFALO, N. Y.

ST. LOUIS PHOTO ENGRAVING CO.

DESIGNERS AND PROCESS ENGRAVERS
HALF TONE AND ZINC ETCHING.
N.E. COR. 4TH & PINE ST.
SEND FOR SAMPLES.
ST. LOUIS, MO.

MONEY MAILER

DOUBLE YOUR SUBSCRIPTIONS

and LINER ADS. with the Money Mailer Brings cash from the busy as well as the postponer. If it carries your ad. astray, it will frequently return with its pockets full of money. Cheap, effective, novel. The greatest puller known for want ads. and trial subscriptions Samples free. 1 Dozen 10c. Paper Folding Boxes and Novelties made to order. Agents wanted.

L. LINLEY BOX & PAPER CO., Louisville, K.

ALWAYS THE BEST

Okie's 40c. Cut Black

You have no doubt heard of the superiority of Okie Inks, used by all the leading printers of the world.

We carry three grades of this ink always in stock, which enables us to meet the most exacting demands.

We manufacture every ink used in the art. This page is a specimen and speaks for itself.

F. E. OKIE CO.

KENTON PLACE PHILADELPHIA, PA., U. S. A.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

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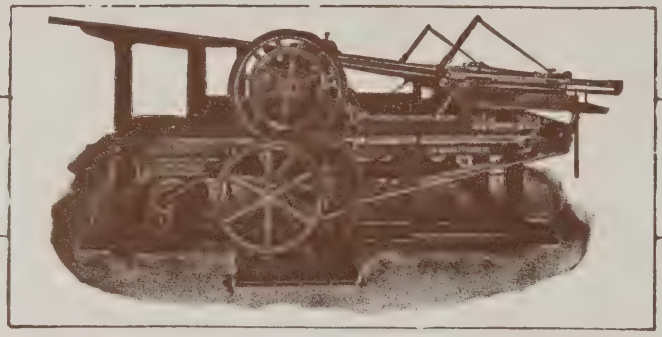

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Eleven sizes, from 26x36 to 48x65 inches. Built to do the finest class of printing, and specially adapted for half-tone work in black or colors. The standard flat-bed press of the world. Will produce a greater quantity of the finest work per day than any other press on the market Very light draft, effecting large saving in power as compared with other makes.

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Six sizes, from 30x42 to 43x56 inches. Designed for a somewhat cheaper class of work than the Four-Roller Press. It differs from the latter only in the number of form rollers, having two instead of four. It is similar in all other respects and is faster

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Five sizes, from 30x42 to 43x56 inches. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast

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Size 26x34 inches. This press has a well-earned reputation for remarkable speed and the superier quality of work it does. For a high grade of work, delivered at a high rate of speed, this is a press that does the business.

OUR SHEET DELIVERY, which delivers the sheet with the printed side up or down, as may be desired, we put on all our presses with the exception of the "Job and News." This adds but a little to the cost of the press and is a great convenience.

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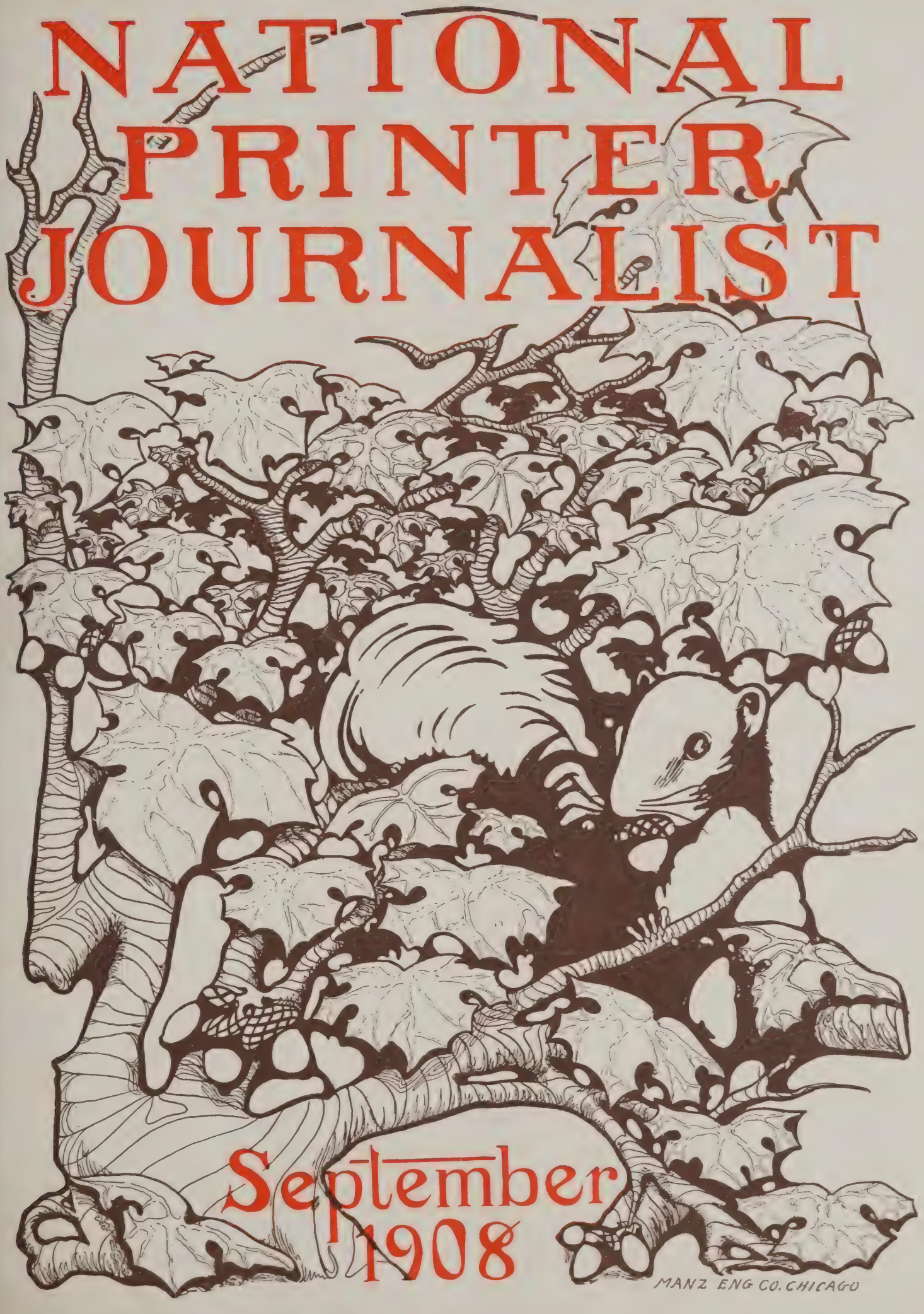
NATIONAL PRINTER JOURNALIST



September 1908

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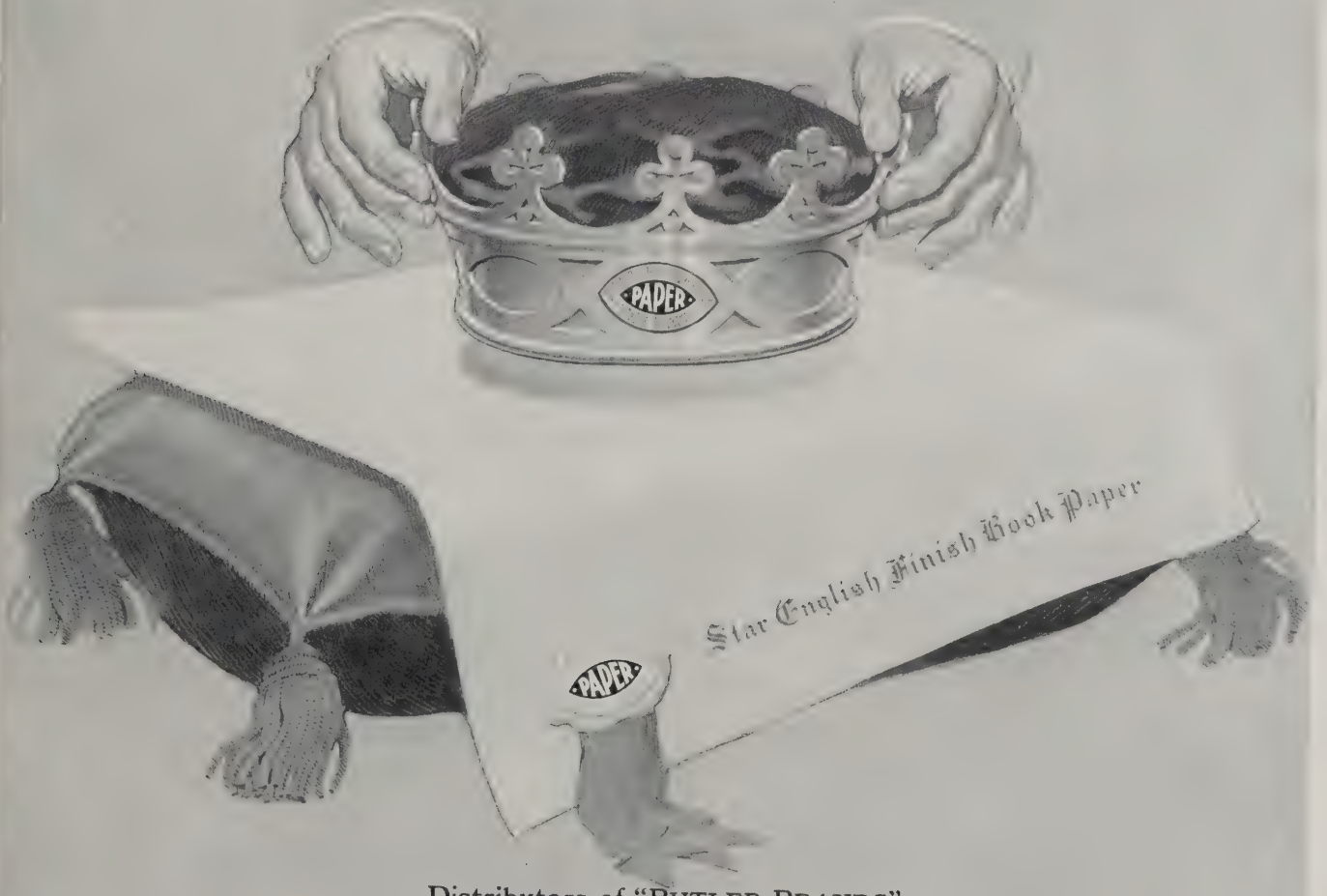

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Hansen Line—The Standard Line

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Every face made by H. C. Hansen Type Foundry carried in stock at Saint Paul, as well as their matchless Brass Rule, Leads, Slugs, Spaces and Quads, etc., etc.

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Complete Printing Outfits

Our Specialty

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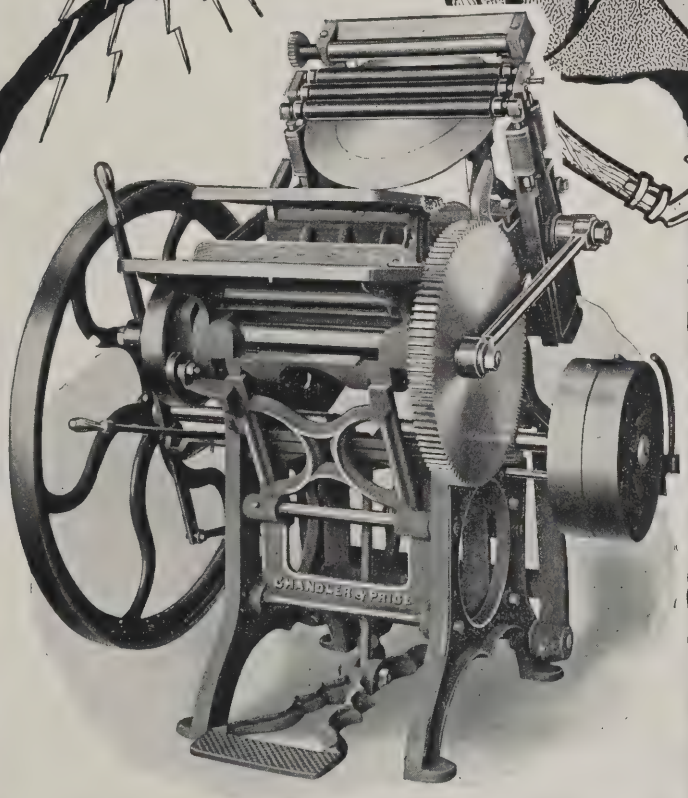
Display set in Boston Gothic



The fingers of Time play lightly on The

CHANDLER & PRICE GORDON

Designed on the most scientific lines and made in one of the most perfectly equipped machine shops in the world, by men some of whom have been in our employ for upward of twenty years,—**THE CHANDLER & PRICE GORDON** is recognized as the highest type of perfection.

THE CHANDLER & PRICE GORDON has by far fewer parts than any other press of its kind. Notwithstanding these few parts, **THE CHANDLER & PRICE GORDON** weighs from 300 to 500 pounds heavier, assuring a minimum of vibration at highest speed.

Easy of operation, it materially cuts down power bills.

Absolutely accurate bed and platen allows of a perfect and quick make-ready at all times.

Ink is thoroughly distributed, the lower roller passing at each operation above the center of the extra large double disk.

Has long dwell on the platen. Gear wheels are of semi-steel. Both gears and disks move noiselessly.

Absolute register is always possible at any rate of speed, and the impression is rigid and powerful, resulting in perfect work at all times.

There are now over 30,000 **CHANDLER & PRICE GORDONS** in use in the printing plants of this country, and there is not one—to our knowledge—but what is giving absolute satisfaction, a record surely worthy of the careful consideration of every printer who has not already made himself familiar with their merits.

Don't you think it will pay YOU to investigate? Send for Catalogue B. IT'S FREE.

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The Sanders Company are specialists in making Engravings and Electrotypes for newspapers. We have been making Newspaper Engravings for a long time and improving the quality every year. It is easy to make claims, but if your next order is sent to Sanders we will prove that the quality of our work and prices will make you our patron ever after. If you would like to know more about our work write for specimen book and prices.

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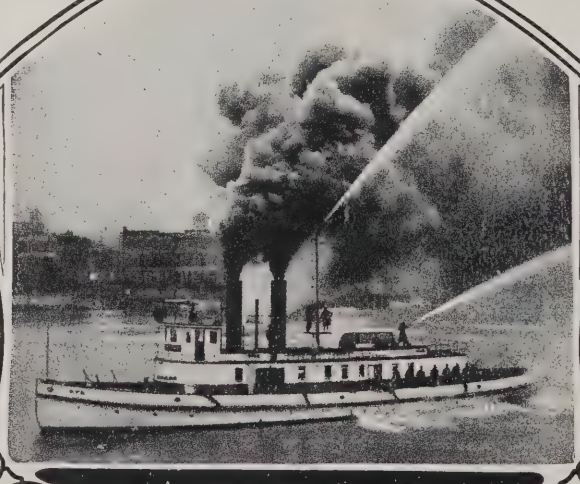
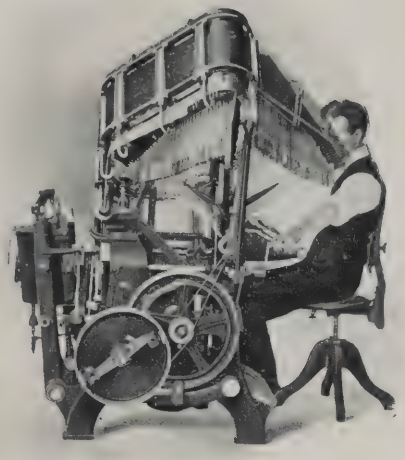


SANDERS
ENGRAVING CO.
221-223 OLIVE ST.
ST. LOUIS

WHO CAN RUN A JUNIOR?



TWO-LETTER JUNIOR
6 to 12 Point Body
6, 8, 10 Point Faces
8 to 13 Ems in Measure

Any one who mixes a little brains with some common sense.

Those who are paid a bonus to try to sell you something different will argue that a skilled, high-priced machinist operator is necessary.

IT IS TO LAUGH!

The facts are these:

In one office the wife of the publisher is operating the machine.

In another a thirteen year old boy has been running it.

In another, way out in Kansas, an eighteen year old colored boy, who never saw a machine until this one struck town, is operating it.

In another one six dollar a week girl is at the keyboard, displacing three hand compositors.

And finally, Mr. E. A. Knight, Editor, Lake George, N. Y., Mirror, writes:

"I had never seen a Junior Linotype, but I unboxed and with the help of a boy, set up our machine without any trouble in less than a day. The next week's issue of the Mirror I set up myself entirely on the machine. I am now breaking in a compositor and find the machine all it was advertised to be."

FOLLOW INSTRUCTIONS

and in doing so mix a little brains with some common sense.

$1500, ON EASY TERMS, BUYS ONE

Sub-heads in Black Face; Body matter in Roman at the instantaneous touch of a lever. Never out of sorts. A new dress every time you print.

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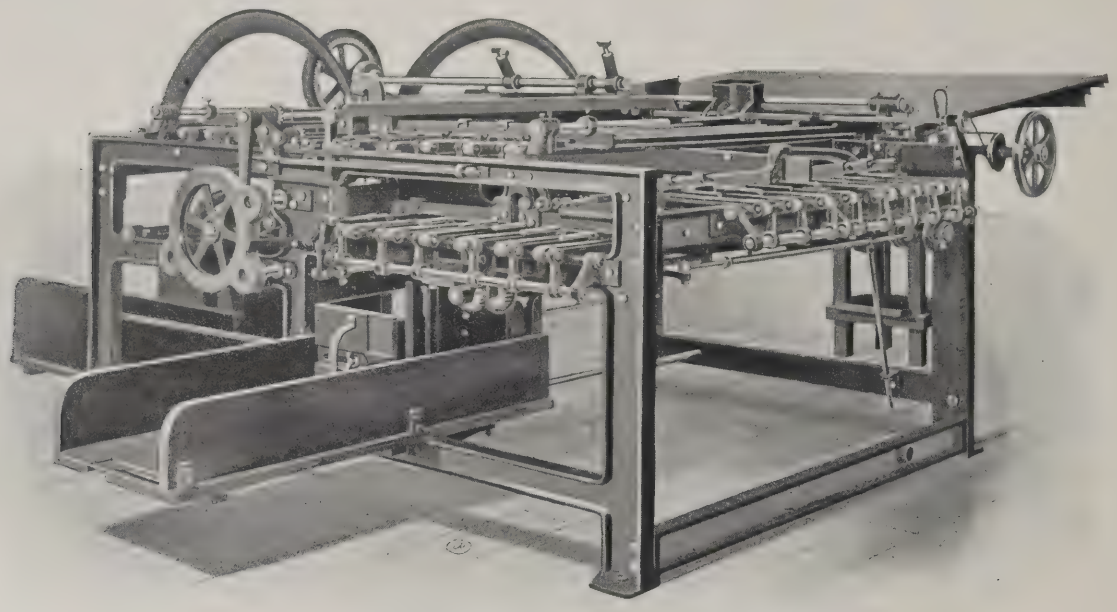
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling"

Made by BROWN FOLDING MACHINE CO
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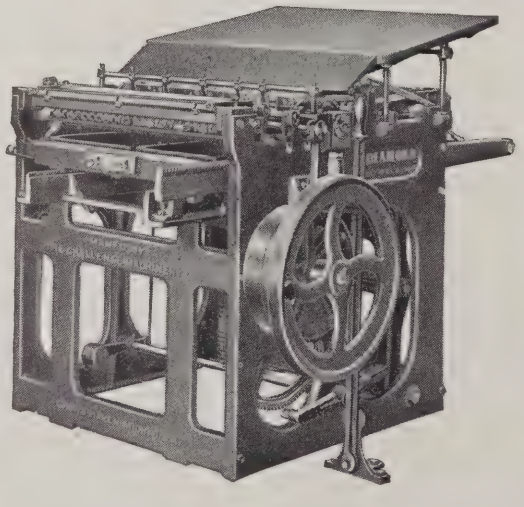
OPPORTUNITY KNOCKS



When your Washington or Ideal becomes too slow or inadequate and your business demands a swifter machine, the fist of Opportunity is banging on your door. Wake up! Put in a Diamond Cylinder Press and take care of the work right.

The Diamond has a bed 24x32½ inches. It will print a six-column folio newspaper or poster at from 900 to 1200 per hour, and do it well. Good ink distribution, impression and register. Hand Power, $350.00. Steam Power, $450.00. You can't beat it or equal it. Write for details and samples of work.

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It costs us 7 cents per square inch to deliver an eighty-inch (8x10) half-tone.

It costs us 20 cents per square inch to deliver a minimum (ten-inch) half-tone.

It costs us one-third as much *per square inch* to deliver an 8x10 half-tone as it does to deliver a ten-inch half-tone.

The accuracy of these figures is supported by two facts: First—The audit of a C.P. accountant of records covering the production of 31,312 half-tones, aggregating 551,697 square inches. Second—The only difference in the cost of two minimum half-tones and one 8x10 half-tone is the difference in the cost of the material used, which is approximately $1.60. Therefore, if an 8x10 half-tone is sold at 15 cents per square inch, or $12, an equal price for two minimum half-tones is $1.60 less than $12, or $5.20 each. Reversely—if $1.50 each for minimum half-tones is a satisfactory price, then an 8x10 half-tone should be sold for $1.60 more than two minimum half-tones, that is $4.60 or 5¾ cents per square inch.

Our Scale of Prices for half-tones is based as nearly as possible on the cost of production, i. e., a fixed charge of $1.50 plus 10 cents per square inch.

Less 20 per cent the net prices equal 9½ cents per square inch for 80-inch cuts, 10 cents for 60-inch cuts, 11 cents for 40-inch cuts, 12 cents for 30-inch cuts, 13 cents for 25-inch cuts, 14 cents for 20-inch cuts, 15 cents for 17-inch cuts and 20 cents for 10-inch cuts.

The cost of zinc-etching is one-half the cost of half-tones.

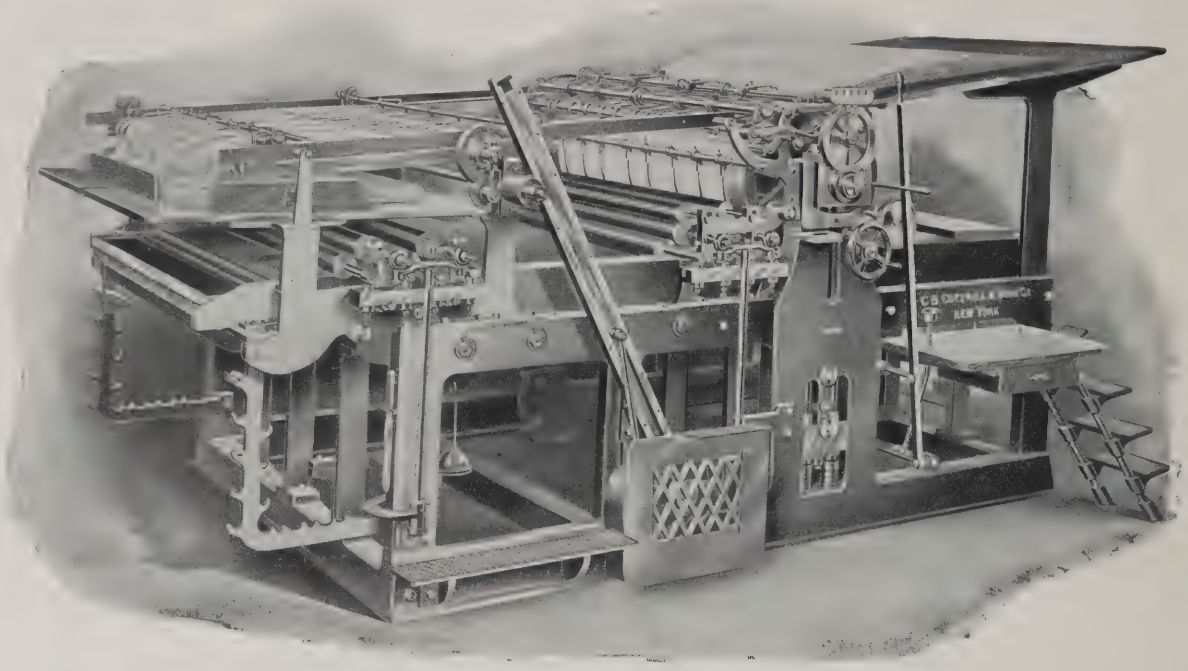
Our price for zinc-etching is one-half the price of half-tones.

Considering the facts, is it good business to buy or sell half-tones at a uniform square-inch rate?

At our scale-price, the larger the cuts the greater the margin of profit in them. Therefore, while we make no claim of being cheap engravers, we like the large cuts. The larger the cuts the more we hanker for them—even at a price that grows less as the size increases.

GLOBE ENGRAVING & ELECTROTYPE CO.

If you are a buyer of Engravings you should have our *New Scale of Prices*, the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.



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High-Speed Two-Revolution Press

The STANDARD Printing Machine of Printerdom.

This Press is famous for its

Convenience for the Printer
Economy in cost of Product
Capability and Rigidity

Because it is equipped with attachments that really enhance its usefulness.

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Built for the finest quality of printing, especially process color work, it has always exceeded the expectations of the purchaser.

Steady, reliable and easy running, the COTTRELL PRESS is universally known as a profit making machine.

ITS DISTINCTIVE FEATURES ARE

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- RIGIDITY under IMPRESSION
- CONVERTIBLE SHEET DELIVERY
- DISTRIBUTION
- ABSOLUTE REGISTER

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JUST TO PLEASE THE BOYS

(WHO USE IT) THE GIRLS (WHO MAY SEE THE

RESULTS) AND THE MAN (PAYING THE BILL)

WE MAKE QUEEN CITY

INK TO PLEASE THE MOST EXACTING

THE QUEEN CITY PRINTING INK CO.

Bates New Model No. 27

The Standard Type-High Numbering Machine of the World

The Best and Handsomest Machine Ever Made

HARDENED
RATCHETS
DAMASKEENED

Made with the precision of a Watch and the Strength of the Finest and most durable Steel

PRICE JUST REDUCED FROM $14 to $8

Price of No. 28 (six instead of five wheels) Reduced from $18 to $10

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BATES NUMBERING MACHINE COMPANY

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AUTOMATIC REGISTER GAUGE

The Great Side Guide for color-work on Platen Presses.

Registers to a split-hair,

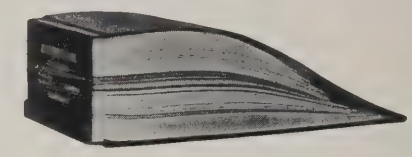
Saves Stock,

Increases output.

Send for booklet, specimens, and prices.

E. L. MEGILL, Patentee and Mfr., 60 Duane St., New York

James White Paper Co.



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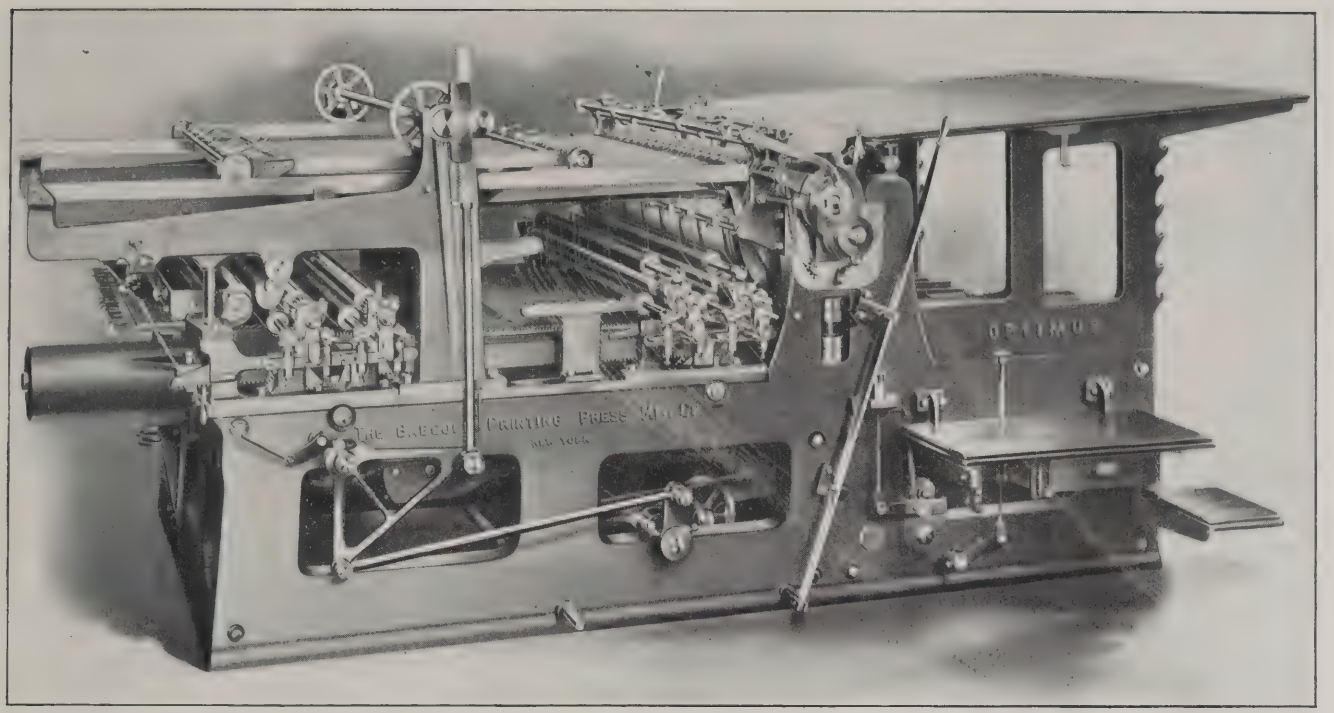

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The Babcock Optimus
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You are in business for one thing only, and that is Profit.

You wish to be successful. You can't be without Profit.

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One Profit in production is minimum cost.

Optimus presswork is at minimum cost. It covers the entire field bounded by Highest Quality, Greatest Quantity, Shortest Time, Least Expense. The hardest work does not trouble this press. It saves money on every kind.

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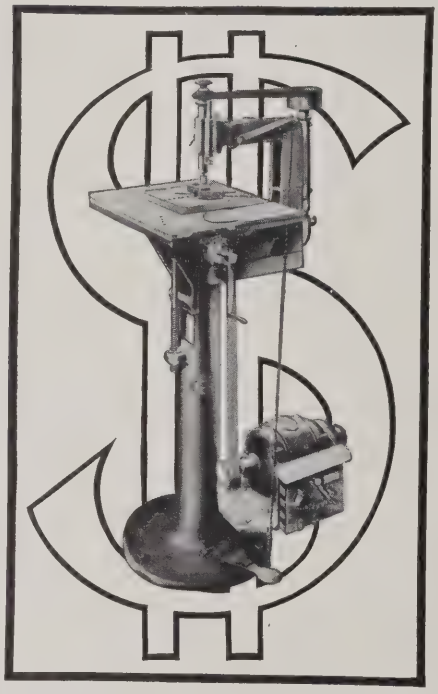
A PRINTER'S TOOL designed on lines suggested by the Practical Printer that will **Saw, Trim, Miter, Bevel, Drill, Route, Mortise,** inside and out, **Jig-saw, Grind** and **Plane Type-High**—every operation to **point measurement.**



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LET us send you the machine for trial, and if it doesn't show you in 30 days that it is a worry-saver and a money-maker and worth keeping, send it back.

Talk No. 1---Utility and Accuracy

¶ The Miller Saw-Trimmer is *your* machine. You suggested it.

¶ As long as you have been in the printing business *you* have been wanting a tool that would do *accurately* twenty little things that had to be done *crudely* by hand, or with half a dozen clumsy and inaccurate tools.

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¶ It's no use *telling* any more about it. It's a painful subject. But *you* and every *other* printer in the country have met the nightmare of whittling, sawing, trimming, plugging and pasting, and have prayed for deliverance.

¶ It is just that desire and *demand* of yours that has brought the Miller Saw-Trimmer into existence.

¶ We took our *cue* and got our *information* from *you,* practical printers of the country. We found out what *you* wanted.

¶ We found that *you all agreed* in demanding a tool that would combine the work of the rule and lead cutter, mitering machine, beveler and router and dispense with gimlets, chisels, saws and other make-shifts.

¶ At *your suggestion* we have made and perfected the tool that *absolutely* does away with *every* other cutting and trimming tool in the composing room, including the jack-knife in your pocket.

¶ And every operation is accomplished on the POINT MEASUREMENT BASIS WITH ABSOLUTE ACCURACY.

¶ You can scarcely estimate the saving of time such a tool will accomplish *right in your composing room.* Besides, it renders you *independent* of the *electrotyper* and *engraver,* enabling you to do a large amount of work which you now send out, and to do it with greater accuracy.

¶ A tool like that *ought* to interest you. You don't *need* to doubt that it *will* do what we claim. Try it *before buying* and let it *speak for itself.*

Miller Saw-Trimmer Co., Milwaukee, Wis.

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ALL WE HAVE EVER CLAIMED

For Doubletone Inks and Ullmanines
Has been verified by thousands of
Printing establishments
All over the world
Who are constantly increasing
Their business by using them.
The printer who still hesitates
May not be lost. But his business
For high class work is in danger of
Going to those who use
Doubletone Inks and Ullmanines.

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Guess Who!

—makes—the—best—cuts—

THAT'S EASY!

LOOK AT BOTTOM OF PAGE

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ENGRAVING COMPANY

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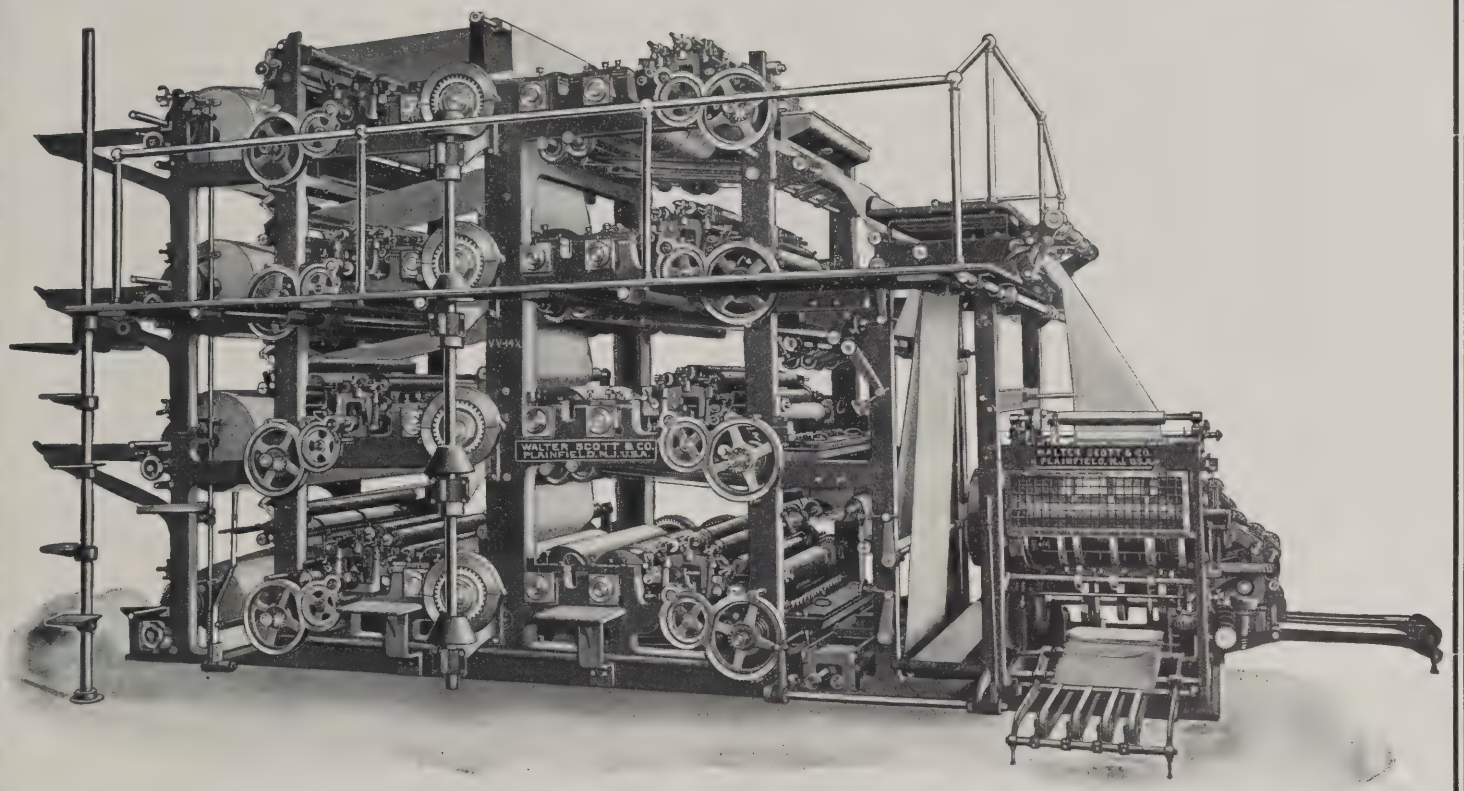
NEWSPAPER PRESSES

Have More *Exclusive* Devices of *Real Value* in Producing Newspapers of *Superior Appearance* at the *Highest Speeds*, than All Others Combined.



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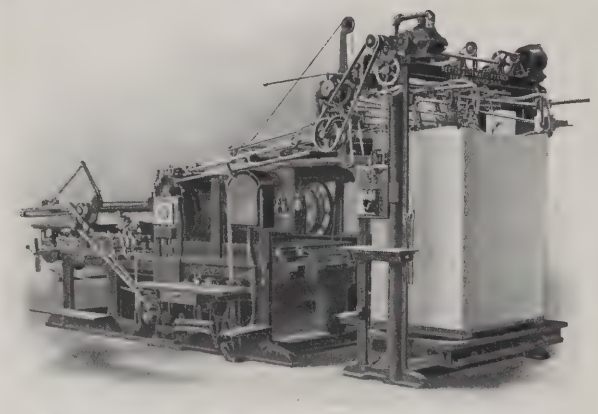
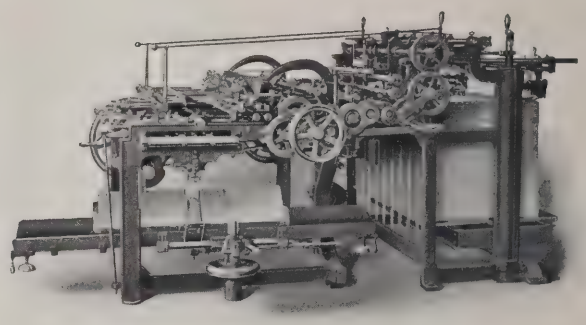
DEXTER

FOLDERS FEEDERS CUTTERS



THE DEXTER AUTOMATIC PRESS FEEDER



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Dexter Machines can be depended upon for greatest service

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¶ By combining the Stock Table and Drying Rack, all space is utilized, and this piece of furniture will occupy no more room than is usually taken by an ordinary Stock Table or by a Drying Rack, therefore the saving in space must be very near 50%. There will be a further saving in material in having a suitable place to stack the printed sheets in small bundles, thus avoiding back setting and smutting; all work is thoroughly protected while drying. A further saving will be effected in labor by doing away with excessive handling and bringing the whole drying arrangement close to the Job Presses.

¶ One American Drying Rack and Stock Table will answer for several Job Presses. The dryers run through the Frame and can be pulled from either side.

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¶ Weight, crated, for shipment, 480 lbs.

¶ List price, $56.00, subject to the usual discounts.

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LINE OF

Modern Printing Office Furniture

may always be subject to improvement and extension, but such improvement has always come through the Hamilton Company. No piece of printing office furniture has been successfully introduced during the past twenty-five years that has not had the Hamilton stamp and trade mark. Moreover, the quality has always been assured with our furniture. We try to make our statements and guarantee on that score something more than mere assertion.

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¶ This saving in the use of new furniture over the old can not be much less than 50% in floor space and 25% in labor, if the testimony of more than thirty representative firms whose offices we have recently equipped, has any weight.

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NATIONAL PRINTER JOURNALIST
A Journal for Printing and Allied Trades

Volume Twenty-six | Chicago, September, 1908 | Number Nine

STATED ADDRESSES AND REPORTS OF THE TWENTY-THIRD ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION SAINT PAUL, MINNESOTA, AUGUST 17-22, 1908

(OFFICIAL REPORT BY J. W. COCKRUM, RECORDING SECRETARY.)

PRESIDENT'S ANNUAL ADDRESS

BY HENRY BRANSON VARNER, PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION, TUESDAY, AUGUST 18TH.

RECENTLY there came to my desk an elaborate tract, done up on heavy white paper and with the conventional white and black mourning border, which embodied the answer of a bright young college professor of my State to the query that nowadays is the first asked of any aspirant for honors in higher educational circles: "What has he published?"

In ten thousand words of small pica, with half as many more of nonpareil in index and marginal notes, this particular "high-brow," fresh from the "classic shades" of half a dozen leading Universities and with his name coagulated with the mystic letters of his doctorship, had given to a waiting world a production calculated to make a country editor throw up his hands and surrender without firing a shot. He was groggy from the start. Before round one had been on for sixty seconds he was feeling to see if his brain was all there; was, in fact, lung-pumping like the exhaust of a locomotive on a mountain grade for mental breathing space! I want to tell you right now—in confidence—that that pamphlet was a very scholarly production—because I am confident of it myself. I had rather be confident than inquisitive. But, while I don't know what he said, I will take his word for what he said about it.

Those ten thousand small pica words, that elaborate nonpareil index, those voluminous marginal notes were all devoted to explaining where Edgar Allen Poe got his "inspiration." As a matter of fact, there have been those who credited him with obtaining it—like any other good Virginia gentleman of the old school—in part from Kentucky, and in part from the mint patch in the garden. But my Tar Heel scholar ignores this solution, and traces all the wonder of Poe's imagination, and all the marvel of his literary construction, to one Herr Hauptman, who got *his* inspiration from someone else, name not given! On the same principle, I believe Shakespeare and Goethe were both crass imitators of Marlowe, and Marlowe was a crass imitator of somebody else—and so on, *ad infinitum*. But what I am unable to receive into my own cosmos is why, in that event, the world should have preferred Shakespeare to Marlowe; and where Poe has a living chance for the Hall of Fame to which he has been denied admission, unless he had the goods; and why, if the inspiration be present, it matters the value of an attachment against the personal raiment of the Ossified Man where it comes from! What the co-related callings of journalism and teaching need is the injection of a strongly practical solution of learning and preparation dissolved in common-sense. What we editors, as well as the men of the colleges, need is an inspiration that shall inspire others, as well as ourselves; and inspiration, like ambition, is a pretty worthless asset unless it has a diet of strong meat to feed on.

I would not be understood as casting a slur either at the work or the personality of the men of the colleges. In my section, in common with others, they are turning out every year, hundreds of well-equipped men who were, as but yesterday, unfledged and ignorant boys. In my opinion the men who, in this age of industrial possibility, possess the spiritual courage to devote their lives to the underpaid work of the small colleges, and the devoted women who are grinding up their bodies at starvation wages in the country schools, are engaged in what is at once the most significant and unselfish labor that is preparing this nation for the more rapid development of its destiny. I am proud, too, to feel that the newspaper and the college are doing the same sort of work, each to the advantage and greater opportunity for good of the other. But it is important that both should realize the fact that it is a popular work that they are doing, and that their usefulness begins and ends with the people. "Academics" is for leisure; and the newspaper is work, work—and then work: We need the equipment; but, however erudite the performance may be, the picking to pieces of a favorite poet to see the wheels go round does not appeal strongly to men who want results, and who have all too little time in which to get them. It was another, a sadder and almost forgotten era, that produced from my people that editor known to fate—"Blow-Your-Horn-Billy Smith"—who delivered himself of the epigram that, "You can't print a paper for a party that can't read." Since then, all parties have come to hold together on only one thing—a belief in the other party's ignorance—but all of them have papers, and al the papers are read, and by increasing numbers. In spite of which, there is yet, in certain quarters, a lack of sympathy on the part of papers, and a lack of understanding on the part of the people who read them, which—if not generally recognized—is no small factor in those widespread and periodic disturbances which punctuate with disaster the progress and prosperity of the country.

Not the least of the causes, that have operated through the agency of the "panic" to make so many editors think twice of the expense incident to attending this convention have been oratory and verbosity. Notwithstanding illustrations to the contrary, the two words are not synonymous. We have had too much talk without meaning, and too much meaning put in another vehicle than plain, frank and reasonable speech. The result has been inflammation on the one hand, and confusion on the other. Important as are the questions that must be settled and the policies that must be developed by the people, it is not so much the presence of conditions that has given rise to existing evils, as the catch phrases thrown as sops to ignorance by careless and designing politicians and orators; and the jumble of words and technicalities with which statesmen, financiers and economists becloud the frank diagnosis that their better knowledge owes to the public concerned. The average man can survive a pretty stout pain, so long as he is permitted

to believe that he has the stomach-ache; let a physician give his trouble a Latin name and he takes to bed in a panic.

Some time ago one of our Southern literary young men went to London, and was fortunate enough to meet Mark Twain.

"Why, Sir," said the great humorist, "I know you already, through your articles. I have the last one that appeared, put away for safe-keeping."

Naturally, the young man blushed with pleasure, which was heightened as the eccentric genius went on to say with increasing enthusiasm: "Why, man, that first paragraph was the most wonderful thing I have seen in literature for ten years!"

Twain paused and fixed the now happily embarrassed young author with a cold and twinkling eye: "Why, man," said he, "that one parragraph contained *twenty-six words I had never seen before!* As soon as I get home," he continued, "I am going to *look 'em up*—and use 'em for the rest of my life!"

That day that gave origin to the expression *"idle words,"* in the sense of something harmless, was not a day of newspapers, nor yet a day of habitual orators, some of whom are "loaded," and all of whom are ready to "go off" without warning to the people, or reflection by themselves. We, who deal with words, need to realize that we are fixed with that degree of care which ought to be observed by those who handle high explosives, or deadly weapons. Let us "shoot straight" and, if necessary, "to kill," and let us take care that, in the general fusilade, no "innocent bystander" be injured. Yet, how many newspapers have been guilty of this habit of exaggeration with the lurid phrase and the careless word? And how many either complacent, or timid amid the chorus of demagoguery, have contented themselves with aloof criticism, or spineless dissent?

I spoke of the need of an inspiration that should be practical and effective, and helpful. To possess these qualities, it should be based on power; and to possess effectiveness and usefulness, it needs that power shall be not only existent, but be applied. To return for a last time to a literary illustration the inspiration should be both practical and timely, else it amounts to no more than a species of mental gymnastics. The books that are classic today sprang from the brains responsive to the emotions, needs, or crises of the days in which they were written. They were conceived, and executed, as *popular works.*

Abstractly considered, there is inspiration, and to spare, in the mere contemplation of this National Editorial Association. The very thought of the power included in the thousands of publications with which it is affiliated tempts the imagination to dream that the power which is undoubtedly our possession is in reality harnessed and at work. We all know—each man from his own experience—that this is not true; that much of the power we in fact possess is latent energy, as ineffective as a wanton mountain torrent, as unproductive as an undeveloped mine. This reflection is a sobering one, and one that should awaken us not only to a realization of conditions, but to practical concert of effort to change and better them. There is not a man here who is not trying, in his own way and according to his own lights, and in conformity to the needs of his own people, to do something more than "run a business." The newspaper, as it has developed in this country, is of necessity in part unselfish. Every newspaper man is put to the frequent choice between his principle and his purse. And it is cause for continued congratulation, that, in spite of the pessimistic cry of corruption and graft, the public agency that is most useful and powerful to turn design into fact is the agency least frequently bought. In fact, it is the newspaper that is chiefly responsible for the awakened conscience of the public with respect to these evils. It was the newspaper that first cried "Stop thief!" and then caught the fugitive. In a time when it almost seems that one-half of the people is calling the other half rogue, and that half is retorting, with expletives and anathemas, that the other half is composed of socialists, demagogues and anarchists, it is a comforting thought that, amid the general commiseration over "lost ideals," the newspapers—without vaunting themselves—are in the main putting into practice the great ideal that is the basis of every system of ethics—labor and sacrifice for the public good.

But, let us not be *too* unselfish! I say this for two good reasons: It is not good for the people that we be so—and it is not good for *us.* An editor must have fuel, before he can get up steam. You will agree with me that he "burns up" a good deal of white paper—at prices that make it sometimes a little hard to sympathize fully with the sufferers from the annual winter coal famine. There is plenty of paper, and plenty of coal. But you can't have much of a newspaper, or much of a fire, if you can't get them when the time comes to go to press, or to get up in the morning. And, if you have got to have paper and got to have coal, there is just this to say: That, so long as those very astute gentlemen whom we call the "paper trust" and the "coal trust" are permitted to supply us on their own terms, there will be scarcely anything else in the house. And no matter what his ideals, nor how deep his inspiration, no editor can live on paper alone.

Out here in this great and wonderful State of Minnesota—the home State of that forceful editor from St. Peter's who was called by an appreciative people to a residence here in St. Paul, so that he could put into practice the things he believed in, and fought for so well that he is today, perhaps, the best known Governor in the land;—out here in the home State of our venerable preceptor from Red Wing, to whose vision and enterprise we owe in no small measure whatever of success we have had as an organization, and will owe whatever of accomplishment we shall encompass in the future;—out here in this vibrant State of the new and virile West, it seems to me that we have, in the example of its fertile fields and magic cities, its thrifty industry, and patriotic, energetic people, a hint and an impulse to which we can no longer be blind. So rich is this land; so have its people developed it; so has it come to be a source of all the things in men and products that go to stand for the American type and the American genius, that it even affords us a motto ready-made.

People who drew upon her for their daily food have rightly denominated Minnesota, *"The Bread and Butter State!"*

Let us, then, determine that, to the end that we may continue to labor unselfishly for our people; that we may be the better able to force reforms and carry measures; that we may attain to a constantly widening and deeping ambition that shall be fed by the repeated successes of ideals turned into deeds, we establish as the basic and cardinal tenet from which all this is to seed and flower—*a Bread and Butter Policy!*

How can such a policy be made effective through this Association? For instance, by adopting, for the purpose of ending the abuse, even one-tenth the concentration and unity of purpose exhibited by the corporations making the white paper on which we live, for the purpose of maintaing it. The American Newspaper Publishers' Association, which has been waging a persistent and partially successful warfare against this particular species of extortion, affords an illustration of method and purpose to win, that we might well adopt and emulate. Had we, as an association, conducted such a warfare, and carried out such a campaign of education and protest, the paper trust today would have been really dead—so far as the power to extort unfair prices is concerned—instead of performing every three or four months the tiresome farce of "playing dead" only to come to life again, stronger and more joyously insolent for each hypocritical demise. We and our papers represent a constituency that practically includes the voting intelligence of the country. Why, then, in a matter that is not remotely partisan, that affects the interest of every one of us and, through us, every community in which our publications circulate, should we not unite in a demand that would leave nothing to the issue of politics, because all politicians, regardless of party, would recognize that we were in earnest, and that they must act accordingly. I do not mean by this to counsel the holding of a club over the politicians, nor, even, over the trust—except in so far as a declaration of war that shall not end until justice comes hand in hand with peace can be construed as a threat. That much is, or ought to be, permitted the American spirit, for that is that spirit of being ready to make fight in the open that has vivified American history. To the prosecution of this war—a fight that is to all of us fraught with the most serious consequences, and which, to some, is life, or death itself—we should organize on a business basis, through the central direction of the association, and let the question be pushed with every resource of influence, argument and education, by every member, in every State. We—for the most part of the smaller towns and cities—represent the great mass of the people better, perhaps, than any kindred organization, party, or association. We represent that mass of people who are yet simple and wholesome enough to take an interest in politics in the large sense, as well as in the partisan sense. The bulk of our subscribers are people away from the marts of money, and as yet but scarcely touched with the selfish cynicism that paraphrases the French *"Look for the Woman"* with *"Where is the Dollar?"* They are the great, sane, honest force behind the Government, that gives it its stability and its character. They are those who lived the *"Square Deal"* for years without ever thinking to mention the fact, and who have been, I imagine,

somewhat perplexed at its becoming a matter of declamation. When you have convinced these people that a thing is right, you have got their interest and their aid. When you have convinced them that a thing is wrong, they are not the folk to stand idly by, the while they wonder *"What is there in it for us?"* As a whole, I think with pride that we have stood by the people; and I believe that they know it, and that they have confidence in us. For which reason, I do not share the hopelessness that Mr. Ridder seems sometimes to express concerning this paper combination. If only we shall determine not to lose sight, in the constant more or less good-humored conflicts that we wage with one another, of this important instance of community of interest; and if we shall establish reasonably (as we can) the justice of our demands, this peculiar measure of right for newspapers will be enforced by the people with the same vigor and completeness with which, in hundreds of instances where the people have been the sufferers, the newspapers have sunk

HENRY BRANSON VARNER
PRESIDENT NATIONAL EDITORIAL ASSOCIATION

politics and personal interest in mutual effort for relief.

While I am on the subject of bread and butter, let me refer cursorily to some aspects of the question that I have no doubt has been agitating the minds of all of us since our last meeting, at Jamestown—the new Postal Regulation. I note that there are a good many of us present, able to sit up and take notice, and this notwithstanding the fact that, within one short year, the newspapers have been forced to give up their railroad passes, have experienced the business troubles incident to a "panic,"—and—most terrible of all—have been forced, on penalty of paying extra for the privilege, to cut out their bad debts for subscriptiotns! Any man, in this day of competition, of close calculation, of advancing wages and higher prices for supplies, naturally looks askance at any innovation he does not make himself. "Let well enough alone" is of the very bone and sinew of business caution. Yet it is equally true that caution can become a habit that is broken with a wrench and given up with apprehension, and yet for good.

There are several reasons why I think you will agree with me that the new order of the postal authorities was healthy, if disconcerting, for the class of newspapers included in the N. E. A. In the first place, apart from the merits of the order itself, its adoption undoubtedly saved us from something infinitely worse—the proposed increase in the rates of second-class postage. Under the old system, the second-class rate was abused with impunity by every conceivable species of advertising venture—publications that were not remotely within the intendment of the rate, and yet of a character that could not be excluded from its benefits. As a result, in order to repress an illegitimate use of the postal service, disaster threatened the legitimate use of it. The regulation, which deprived the newspaper of its right to continue to give its issues to subscribers who did not pay for them, came, therefore (if indeed, it be a hardship), as the lesser of the two evils. The attitude of the Department as expressed by Third Assistant Postmaster General Lawshe (himself for a number of years the editor of a rural paper) was such as to allay an apprehension that does not seem ever to have been justified. So far as the non-paying subscribers themselves are concerned, the order of the Department is, of course, a positive benefit. A newspaper is run upon two considerations: money and influence. The delinquent subscriber costs money instead of producing it; and the man who takes a paper year after year without troubling to pay for it has scarcely influence enough to pay for the expense he is to the publication. The cutting off of this load which had accumulated, in the case of many papers, by force of an illogical but hoary-headed custom, is in itself a benefit and economy which is augmented by the positive benefit of cash received from the smaller class of delinquents who are willing to get a paper for nothing, if they can, but who are not willing to do without it—even if they have to pay for it. The rule—a sort of bitter tonic of honesty—is, for this class, a moral bracer, as well as a benefit to the paper, that receives cash where formerly it got criticism, or, at best, unsolicited and generally very indifferent advice.

The real benefit, however, is in my opinion more fundamental. It touches the crux of the whole matter, which is the advertising patronage and the advertising rate. The first thought that went through the business offices of the newspapers upon the promulgation of the order doubtless was that, with the cutting off of several hundreds, or, even, thousands of subscribers, the basis of payment for advertising contracts would be lowered with the decrease in circulation. If that shall be the temporary effect, it will be temporary only. What is the advertising contract based upon? *Bona fide* circulation. That is what the advertiser pays for. Does he get it when it is represented, in part, by *"bona fide"* subscribers, who subscribe with no *bona fide* intention of giving up any real money for the privilege? No advertising man, nor newspaper man, thinks so for a moment, and yet, under a small piece of business make-believe, both parties to this contract of bargain and sale have been in the habit of assuming that he does. The result has inevitably been that business allowance was made on both sides for a business fiction, with the further result that the newspaper which was offering a commodity not wholly sound was offered a lower rate than its circulation would justify on its face, *based on the advertiser's judgment of the real character of the circulation, deduced from his experience with the average paper of its class; and was forced to accept this rating whether its proportion of delinquents was larger, or smaller, than that of its competitors.* The final outcome, therefore, should be to remove this slightest taint of dishonesty and, by making certain the price and the consideration, to induce a basis of dealing mutually satisfactory and profitable. The advertiser knows human nature, perhaps more intimately than any other man; and he knows that, if he can get his proposition in a paper that is paid for by every man whose name is on the books, he will reach people who will read what he has to say, and who, as a rule, are able to buy what he has to sell. Convince an advertiser of that and—if you won't let him advertise—he'll break in with a crow-bar.

As for the cutting off of the railroad passes, the case is somewhat like that of those veterans who have lost a leg: the leg is gone, but the toe still aches! After the anti-pass clause got into the rate bill, it must be admitted that there was a somewhat suspicious chorus of satisfaction from the brethren of the press, but there is ample consolation in the fact that this minor disturbance and other more important adjustments of newspaper ethics are all operating toward the approximation of the newspaper ideal of absolute fearlessness in opinion, and absolute freedom from obligation to keep silent when the word should be spoken, or to speak without just cause. Newspapers are, if anything, human — plus. While the railroads have certainly received their share of frank criticism in the past year or so, it is probably true that the free pass has operated to keep unsaid a mass of matter that, if printed, would make a volume twice the size of even the voluminous adverse comment indulged in within equal length of time. I do not believe that, barring the few actually subsidized newspapers, the free pass, or other railroad influence, or favor, have operated to work any actual wrong of great moment. But it is a hard thing to take a man's free

ticket, or ride on his train, or play the bloated Nabob on the tail-end of his shimmering private car—and then go off and express yourself concerning his motives and practices with altogether the same degree of caustic satire that you might otherwise have employed. And, if you had, the railroad man might have had a shadow of justification if he retorted in the words of the old couplet:

"Come to my house, and drink my tea;
And run around town, and talk about me."

After all, perhaps it is better that we "pay as we go," at least so far as the railroads are concerned; notwithstanding the fact that it's forty miles from Schenectady to Troy"—and something like forty times forty miles from Lexington to St. Paul. I am a far ways from home—and I can't walk back!

All these things, however, make for independence; and it is independence which makes for the usefulness of the newspaper. It can even be orthodoxly partisan, and at the same time maintain its freedom. It can make its fight vigorously, before the convention of its party, and still loyally support the ticket that is nominated, even though it lose its battle. And it can pick up the fight afterwards all the more independently—just where it laid it down. It can, ultimately, if it be honest enough and persistent enough, be partisan all by itself, with the others trailing in its dust. One such instance I know, where the editor is generally spoken of by those who have not carefully studied his methods as a watcher of the weather-vane of popular caprice and prejudice. Yet investigation will show that, in nine cases out of ten, this man has created beforehand the very issues that he afterwards follows with a certain solemn enthusiasm, because they are the "mandates of the people." He has been, in the dominant politics of his State, for several years past, literally "following his own band-wagon!"

But, however that may be in the individual case, there are certain things that the newspapers generally ought to be agreed upon. There are the forest reserve bills, the conservation of water-powers, the inland waterways, and other like matters of national import — matters too big, and too pregnant with the future, to be sired by anything less than the whole people.? There are, too, moral questions of great moment that need the persistent and united action of the press—the divorce evil, for instance; the gambling mania. There is always politics to differ about—and these ardent souls, the prohibitionists, are always on hand ready to make trouble between friends.

One thing that I would call attention to is the appalling increase in homicides. Iife is cheap, and getting cheaper. The price of hogs goes up; that of men seems to steadily decline, when the equation is that of punishing those who shoot their neighbors. In the years 1885-1904 inclusive, the murders committed in the United States rose from 1,808 to 8,842, running (in 1906), to as high a figure as 10,652. Yet, with this increase of 400 per cent in the number of murders, there has been no appreciable increase in the execution of criminals. Of 1,808 murders in 1885, 108 only were executed; but, of 8,482 slayers in 1904, only 116 paid the penalty for their crimes. Killing, in fact, seems to be peculiarly a pastime of the United States, the average murders per hundred thousand of population in this country being 73, while on the Continent, and in England, the percentage runs from 13½ in France (1899) to less than five killings in Germany. The people demand full accounts of murder trials, with full details of the life and witty sayings of the prisoner, and there is a seeming, and baffling, impression that, while it is unsportsmanlike to shoot a bird on the ground, it is heroic and an occasion for bouquets and sentimentality to pot a gentleman from behind! The press should endeavor to correct this tendency, and to concertedly point out that—instead of a matinee idol—the killer should be considered, and treated, as a criminal deserving of only greater, and quite as certain, punishment as a thief.

This matter ought to appeal to editors personally, as well as in the line of their duty. As a result of close application, they are inclined to be myopic and poor shots themselves, and they frequently furnish the game. There is no telling when the open season for editors will be on again (it closed temporarily a year or so ago to encourage young men to come into the profession) and the time may be up. I, therefore, counsel you to take steps to put down this growing and menacing evil, because I realize your danger—and because, too, I realize that I am out West, and that I have been talking for quite a while—and because I realize that, while your manner has been most mild and seemly, there is no telling whether—if I don't hurry up—the shooting may not commence before the next number on the program!

THE FUTURE OF THE NATIONAL EDITORIAL ASSOCIATION

BY W. L. JONES, JOURNAL, LEBANON, ILL.

TWENTY pleasant experiences have been enjoyed by me since the organization of this association, and I hope that each year of its future will add another joyful memory to these.

If the future is to be measured by the past; there is enough before us in pleasure, culture, and personal benefit to make us confident that our annual pilgrimage to each newly appointed Mecca will never cease.

The past has been either lost or won, but the great future lies before us. What have we achieved? What victories won? We have molded public opinion, influencing home, church, and state. We have stood out boldly for civic righteousness in all things of social concern.

Through our local organizations we have fashioned the minds of the communities of our respective states. Through these and other allied efforts, we have been a potent force in securing the enforcement of law, the bringing about of improved legislation, and the improvement of the morals of the rising generation.

I doubt not but that the future sucesses of our local efforts will stand in striking contrast to those of the past. But in a larger sense will the future of our National Association surpass its past.

It is through our National Association that things of National importance will be secured. If our future influence and responsibility is to be restricted to local affairs, there is no necessity for such a meeting as this. Likewise, its memory should be blotted out forever. But if our field is to be a greater one, if it is to be national and world-wide; then it has become essential not only that we continue this good and great work, but that we extend its usefulness in furthering the interests of our great commonwealth and that of the world.

The purposes of our National Association are the hopes of our greatest journalists and editors.

The ideas conceived by our National Association will be of national character and of national worth. These will be our watchwords of our greater undertakings and greater achievements. Ideas of such quality will be born of the meetings of the present and future of the National Association that will thrill our statesmen with a greater patriotism, and be voiced in our legislative halls; that will inspire our ministers of the gospel, and will be heralded from the pulpits of the great churches of our land; that will be conviction and light to our educators and molded in the minds of the tender youth in the making of better men and women; to us truth, illuminating the pathway of our future.

The future of this association will be as great as the aggregate of our individual selves manifested in thought and deed. It will be the consummation of all our achievement; a halo of national glory.

What would be the chagrin should we abandon our national organization? Would it mean that our usefulness had shrunken to a smaller measure than that of its past? Would it mean that the fatigue from the ordinary duties of our profession had swallowed us in oblivion? No, such could never be the future of such an association whose motto is, "Excelsior"

The natural and logical conclusion is that, if it be imperative that other professions meet in national association, we, too, must meet annually in national session in order to promote matters of national interest. Our greatest problems are of national character, and require masterful minds to solve them. The tasks of the press are manifold and varied, leading into a great future. Our prayer is for light.

And may that love and devotion which calls for sacrifice; that conquest which requires property and life; that progress demanding education, experience, and skill, be our equipment in fitting us for the performance of that duty which our profession has devolved upon us.

Our future is the National Editorial Association; The National Editorial Association is our future.

EDUCATING THE PRINTER

BY W. B. PRESCOTT.
SECRETARY INTERNATIONAL TYPOGRAPHICAL COMMISSION ON SUPPLEMENTAL TRADE EDUCATION

MR. PRESIDENT, LADIES AND GENTLEMEN:

I HAVE no doubt the great majority of you entertain notions and ideas concerning trade unions that are entirely at variance with those held by the trade unionists themselves or those who have made an unbiased study of labor organizations. It is the misfortune of unionists that their errors—often grossly exaggerated—constitute news, while the greater part of the work that occupies their time and attention is unknown to the world. I have no commission to defend unionism at this time. My mission is to bring to your attention one of the many activities of the International Typographical Union.

Those of you who have watched the trend of industry know that the spirit of the age spells specialization. It is inevitable at this stage of industrial development and has its advantages. But it denies the average mechanic or artisan the opportunity to acquire that all-round knowledge of the trade and skill that has heretofore been his mainstay and his pride. As a general rule, in shops, boys are no longer taught trades—they are fitted to hold jobs. This being a specialist—doing one thing and knowing nothing of other closely related processes—limits the opportunities of man. When business is slack in that particular line he is forced out of employment, and there is nothing more destructive of character than enforced idleness or unsteady work in a large city. Despair settles on these unfortunates, and their spirits are crushed. The constant improvement in processes and output render it impossible for the small shops in the country to thoroughly teach boys a trade. There is a constantly widening gulf between the country mechanic and the city artizan. Look at the difference that has been wrought in two decades in composing

W. B. PRESCOTT,
CHICAGO, ILL.

rooms. Twenty years ago the youth who set type well on a weekly paper could make good on a metropolitan daily or go to work in one of the book and job establishments on straight matter. Now the youth from a machineless country office would be lost in the forest of linotypes that constitute a metropolitan composing room. If he works there it must be in the ad room, and the foremen are looking for experienced men. In the book and job offices they want specialists also, as ordinary straight matter is set on machines either in the office or in offices that do work for the trade. The youth who migrates from country to city finds opportunities at his trade more limited than they were 20 years ago, and through no fault of his or of ihs employer, but on account of trade conditions.

Abortive efforts to re-establish the apprenticeship system proved that remedy impossible to meet the situation. In the large offices the demand for results is so pressing that neither manager, foreman or journeyman can spare the time to teach a boy his trade. He is kept at the work on which he can make the best showing, picking up a knowledge of the business as best he can; the smaller offices do not have the facilities to give him a thorough trade education.

How to combat this tendency to produce mere job-holders rather than full-fledged artisans was the problem the Typographical Union set itself to solve. It appointed a commission to devise ways and means. For years the *Inland Printer* had been conducting a technical school and had been experimenting as to the best means of imparting knowledge concerning composition. It had reached the point where it was teaching the principles underlying typography rather than details when the union's commission started on its quest for an educational system. The great expense incident to the establishment of well-equipped schools in different cities compelled the abandonment of that plan. The union's desire was to adopt a scheme within the reach of every person working at the trade and which would be valuable alike to the star in the metropolitan office as well as the man on the country weekly. So it was decided to adopt the correspondence plan.

The system of instruction follows the lines of the most approved and up-to-date educational method. The course not only teaches students the "how" and the "why" of good composition, but prepares compositors to supply the demand for the printing of the future. The lessons go to the bottom of things printorial. One group is devoted to free-hand lettering, which is in increasing demand in first-class printing and has utilities which should commend it as a practical advantage to country offices. But the principal reasons for lettering being in the course is the cultural value it has. After all, the real tools of the compositors are letters, and if one would know letters he must make them. While he is learning lettering the student is acquiring knowledge as to the true value and relation of white space, each of which spoils much otherwise good compositions. Then he is drilled in the principles of design, after which the important subject of color is treated scientifically and not as a mere matter of taste. After being schooled in these principles the student applies them in printed or sketched designs of advertising and other kinds of display and decorative compositon. There are also lessons on imposition and articles on paper making and plate-making giving information that printers should know.

Each lesson receives individual attention from the instruction department, which is composed of high-class compositors and instructors at the Art Institute of Chicago. Every educator, printer or type-founder who has looked into the matter concedes the value of the course. The technical press of countries where trade educational methods are a known quantity commend it highly. But more important is the fact, without exception, the students hail the effort as a great benefit. This is the unanimous verdict, from the star printer who has a world-wide reputation for his work to the student in the country office.

Though the commission's first advertisement appeared in March, it has now nearly 300 students enrolled, and their opinion should be conclusive. Graduates are entitled to secure advice from the school on any technical subject so long as they remain at the business.

The course is submitted to the craft at less than actual cost. This is due to the liberality of the Typographical Union. It is sold for $20 on easy payment, and to each student who pursues the lessons diligently and with reasonable intelligence the union gives a rebate of $5.00, as well as defraying out of its general fund all advertising expenses, etc. On the whole, it is estimated its annual expenditure on this account will be from $8,000 to $10,000 a year. This is exclusive of what the local unions spend out of their funds. Some are offering an additional $5.00 to their members who take the course, while others financially assist apprentices in their jurisdiction.

When you consider that the supplies furnished each student and incidental postage cost $5.00, you can readily understand that this is not a profit-making venture but a bona-fide contribution to industrial efficiency. The department of instruction is under the supervision of the *Inland Printer,* which is obligated to maintain it at the highest degree of proficiency irrespective of expense. The price may be raised or the unions be compelled to appropriate more money, but in no event shall the instruction department be allowed to depreciate. The character and reputation of the *Inland Printer* is sufficient guarantee that a superior department will be maintained. There is but one way in which those connected with the course can achieve success and that is by making better printers.

The course is open to any one working at the trade, and the International Typographical Union invites your co-operation to the extent that you bring this effort to attention of your employees and urge your apprentices to embrace this opportunity to equip themselves for the battle of life. Any inquiries addressed to the I. T. U. Commission, 120 Sherman Street, Chicago, will be gladly answered.

"PAID LOCALS"

PAPER READ BY FRED G. USILTON, OF KENT NEWS, CHESTERTOWN, MD.

FELLOW MEMBERS OF THE N. E. A.:

THE subject assigned for this hour "Paid Locals," is a vital one to the editor. The limit of time forbids an extended paper, so that I shall try and express the pith of my subject in a few pointed principles.

It was early in my career that I was taught "a place for everything, and everything in its place." It has clung to me during all these years so that I have adopted it as my rule in the make-up and management of the *Kent News*.

In the make-up of a newspaper, the two things especially desirable are a tasty and artistic arrangement of matter and convenience of the reader—the one to please the eye, the other to meet the approval of an intelligent and critical public.

Classification of all matter is important. I shall confine my remarks, however, to *advertising*. Just where to draw the line on matter subject to advertising rates is, to some editors and publishers, a perplexing problem. There are others, however, who evidently don't allow it to bother them, for their papers are made up without reference to any system whatever—the pages simply filled with a miscellaneous mixture, like the proverbial boarding-house hash. A large proportion of the items are paid matter, at least should be, and relate to one-minute cough cure, somebody's tar syrup and

FRED G. USILTON,
CHESTERTOWN, MD.

other nostrum fabrications. It may be that some subscribers have the time and patience to wade wearily through column after column of such stuff in order to cull out a few legitimate news items, but very few editors have—life is too short for that—and as a result, such exchanges are generally consigned at once to the waste pile of old papers.

Such make-up is an imposition upon subscribers, each of whom pays his money for the news and not to have forced under his gaze 52 times a year puffs of nostrums he does not want to buy, and other paid matter which he knows to be gross exaggerations.

It is folly to suppose that people will be induced to buy what they don't want by forcing it upon their attention. Seekers after such things will find the announcements, if they appear anywhere in the paper. If you doubt this, insert in an obscure corner a nonpareil announcement that you want to buy a cat or a dog, to be delivered at a certain hour of a given day, and you'll be surprised at the number of men and boys on hand with cats and dogs to sell.

Instead of yielding to the importunities of nostrum venders and shop-keepers, and allowing them to dictate the make-up of the paper, the newspaper man should insist upon managing and directing his own business. He should relegate paid reading matters to a department by themselves, making a rule that no paid readers can have a place among legitimate general, local or other news items; and this rule should be firmly adhered to.

To speak plainly, it is a deception to readers to mix live locals with paid ones.

"Paid locals" is as much out of place in legitimate news columns, as an iron brace or a reaper in a jeweler's store. But, says one, I must do it or lose the patronage. This may be true in part, but, as a rule, the publisher who runs his own business and does not allow the patent medicine men to do so, will maintain better prices and make more money than if he be influenced by bluff and bluster of the agent.

The *News* prides itself on the news feature and artistic arrangement of its advertising and finds it pays to pay special attention to this part of the paper. We encourage changes and are impressed with Herbert Spencer's idea that as a rule advertisements are a high art and we endeavor to make the ads handsome.

The newspaper that purposely deceives and misleads its readers with the view to the accomplishment of unworthy ends should be shunned as is a mischief-working deceiver. The members of the press and the readers owe this much to the standing and character of a useful and noble calling and to their own self-respect.

You no doubt all remember when mother used to mix the nasty pill or powder with syrup or jelly in order to get you to take an objectionable dose. It is so with the paid local. You put it in among good live news items so that the reader will be compelled to "take the dose."

"Do unto others as you would have others do unto you." How aggravating it is to pick up an exchange and in reading down the news columns wade through such as the following:

Mr Charles West and Miss Rose Stillwater were married Tuesday.

Married people will find the home of bliss is the home where Bliss native Herbs is the family medicine.

Miss Katie Weer has returned from an extended trip through Canada with the National Editorial Association.

When worried and tired from a long trip use Hick's Capudine.

Mr. and Mrs. J. A. Ellegood's 4-year-old baby, after a long illness, passed to the world beyond on Tuesday. They have the sympathy of the whole community.

When children are sick give them Castoria.

And we might continue ad infinitum samples of just such stuff.

Throw off these manacles, brethren and step out into a manly independence. For the honor of our noble profession we ought to frown down that part of muck-rake journalism that feeds its readers on pills and decoctions of vulgarity and crime. I do not ask you to become a homilist, but I do plead for a lofty sense of public responsibility, founded upon and inspired by the purest moral philosophy on every page. In every column should be reflected the expression of true manhood, and every damp sheet, fresh from the press, should enfold the aroma of clean news and artistic ads in golden frames.

"A place for everthing and everything in its place," should be our motto and aim.

BUILDING FOR A HOME DAILY AND JOB PRINTING AND BINDING PLANT

LOCATION, CONSTRUCTION, ARRANGEMENT AND MANAGEMENT

BY WILL CURTISS OF THE STAR-COURIER, KEWANEE, ILL.

THE new *Star-Courier* building only recently finished at Kewanee, Ill., has attracted unusual attention among newspaper men quite generally throughout the country. The trade papers have been generous in publishing the picture of the building and some of them including the interior plans as well. From the advertising thus received many requests have come from publishers in many states for detailed information and full description of the building.

Perhaps among the reasons for the notice this building is receiving among newspaper men are the following:

First. Because of its size in a city of 18,000 people. A building 50x150 feet, three stories and a basement is too large for the business of such a city. Outside business must be sought and secured.

Second. Its cost, $60,000 is a large sum of money to invest in a newspaper and job printing plant in a small city with the hope of making it a paying investment.

Third. The consideration and comfort afforded the employees is worthy of special mention.

Fourth. The feature that attracts most attention is the rooms and large hall set apart for the use of the public.

For the past two years the growth of the business of the Star-Courier plant has been steady. Four years ago the company bought the building it then occupied and at considerable expense had it remodeled thinking it would do for many years to come. At the end of three years the capacity of the building was completely filled. It was seen that future growth must be stopped if we remained in the old building. About this time one of Kewanee's foremost business men secured a large interest in the paper and plans were at once made to buy a lot and build a building suitable to take care of the growth of the business for many years in the future. As soon as it was known that we were in the market for a lot many desireable lots were offered, and the question of location was up to us. Believing that the best location to be had was none too good, we selected two lots on the corner of the principal business street of the city and a side street. This location is nearly in the heart of the city and just at the edge of the stores on the main business street. The new Public Library building is across the street on the opposite corner. The new Post Office building will be located within a block. A church is at the front across the street and another at rear. So we are in an atmosphere of business, religion and knowledge. With such surroundings you can readily see we should feel at home. Being situated on the corner of two streets and with an alley at the rear, this insured light and air from three sides of the building for all time to come. This location being considered so choice, cost much more than several others that could have been bought for from $5,000 to $8,000.

Much time and a good deal of thought were spent on the planning for the building. Other newspaper buildings were visited and their special features noted. It was desired to incorporate in this building the best features of other buildings and improve on them if we could. The first plans of the exterior of the building did not much resemble the beautiful style of architecture shown here.

The first plans were that of an ordinary rectangular building with little architectural beauty. After a good deal of study the president of our company with the architect worked out the present classic style of architecture of the building. The difficulty of providing sufficient light and air for the comfort of the employees and for proper working conditions and at the same time retaining the strength and dignity of the classic style, was overcome by using the arch construction extending through two stories.

In planning for the interior three things were kept in mind. FIRST, Plenty of working room conveniently arranged to take care of a constantly increasing business. SECOND, Model working conditions for all employees, so that they would have an abundance of good air and light. THIRD, Having all conveniences possible for the public, thus making the building the very center of interest and use in the community. How well we have succeeded you may judge as you follow the plans.

There are two main entrances to the building. One at the front (here) and one at the side which leads to the second floor where are located the editorial rooms to be described further along.

On the first floor at the front and in the choicest corner of the building is the public reception and waiting room. This is neatly furnished with old mission furniture. The late magazines and papers are kept on the table. A writing desk with good writing material is for the free use of both ladies and gentlemen. This is proving to be a very popular and well used room. Ladies meet there to go shopping or calling together. The farmer's wife comes there with her children to wait till her husband is ready to go home. Men come there to talk politics or base ball. It is very convenient for traveling men to wait when two or three call on the Manager of the paper at the same time. We notice that the public are getting more and more to using and appreciating this room.

The general business office is just back of the reception room and the manager's private office to the rear of the business office, with entrance both from the hall and the business office. The stationery store occupies the north side of the business office. This is very convenient and enables us to use the office help back and forth from the store to the business office as business demands.

Just at the rear of the store is the ladies toilet and rest room. This is for the public and is appreciated by the ladies of the community. A couch, easy chairs, lavoratories and dreser with looking glass are part of the furnishings of this room. There are also some individual lockers for the lady employees of the business office in which to hang their wraps and hats. Ladies come to this room to wash off the dust or travel stain, to primp or to rest.

Next, beyond the ladies toilet and rest room is the men's toilet provided with individual lockers for the use of the employees. This room also contains a feature so rare in print shops that it is worthy of special mention. It is a shower bath where both hot and cold water are constantly on tap and printers can wash at the close of a hot days work, and go home feeling refreshed and happy.

The job composing room is a large airy room 41 feet square with tile floor. The job foreman has his office in one corner easy of access from the hall. A three feet high railing seperates his office from the rest of the room, enabling him to see all that is going on in the room, even while he is figuring on a job for a customer. By having an office in which to take customers for job work, it is a gentle hint for the inquisitive one not to poke around through the room and try and see what his competitor is getting printed. In many newspaper plants the basement is considered good enough for the press room. Not so here. The press room occupies a choice position on the first floor. It is 41x45 feet in size, with a solid cement floor seven inches thick built on great steel joist, giving it great strength and solidity. Light and air pour in at three sides of the press room making it an ideal place in which to work.

The large newspaper press rests on a foundation built from the basement in the northwest corner and is watched daily by many people from the sidewalk. The freight elevator shown on the northwest corner is a two ton elevator runing from the basement to the third floor. An elevator at the end of the press room brings up the large rolls of paper weighing 1,000 lbs. to feed the Duplex press. A stairs also goes from the press room to the basement. We will now go down these stairs. The news boys' room is in the west end with entrance from the alley at the west of the building. Here the boys come down for their papers in the afternoon and are kept from every other part of the building. The mailing room with shelving along the south side by the window is very convenient here. When completed papers will be sent down a shute from the press right to the mailing table. They will also be secured from here to count out for the carrier boys. The furnace for heating the building is also located here.

The large stockroom at the north side of the basement 20x101 feet is used to carry our rolls of newspaper print and our wholesale stock of wrapping paper, paper bags, wood and granite ware. It was originally planned to rent the front basement room, but we find that we need it all for the wholesale stock. The other room in the basement is used for a junk and store room.

The entire second floor is occupied by the Kewanee Printing and Publishing Company with the exception of the two suits of office rooms in the front which are rented. The private office of the president of the company is in the southeast corner room. Just in front of this is the directors' room This room is also for the free use of small committees. The reporters', proof readers' managing editors' linotype, make-up and ad-composing rooms are along the south side of

this floor where the light and air are abundant. The comfort as well as safety of the editorial writers is provided for by having convenient a large closet and a vault opening from this large room. Either might prove a convenient hiding place should an irritated citizen who has been exposed because of his misdeeds seek revenge on the writer of the article. The real use of the vault on this floor is however to store the files of the paper and the cuts of prominent people ready for publication when occasion calls for them. A foot power pneumatic tube service connects the business office with the proofreaders room and all want ad, display ad copy, notices and news items which are handed in at the business office can be sent quickly to the editorial rooms. As all copy must pass through the managing editor's hands, his office is located next to the linotype room. Next in line is the make up room. From this room a form elevator, run by electricity, lets the forms down to the press room. For the convenience and comfort of the workmen it was decided to have a seperate room for the battery of linotypes, the makeup and the ad-compositors, rather than have this work done in one big room as is common in most printing offices. The ad compositors and makeup men are thus free from the noise and smell of the linotype machines.

The book bindery and stock room occupy the north side of the building. A large power paper cutter stands in the job stock room where it is convenient to the bindery. Large toilet and wash rooms for the occupants of the building are also on this floor.

The feature of the building which perhaps has attracted the widest attention and comment is the large lecture and banquet hall on the third floor, together with two nicely furnished parlors opening into the hall. This hall is 41x92 feet and the parlors 15x27 feet each. The hall is for the free use of the public for any meetings for the communities good. It will be rented for meetings of a private or class nature or for money making enterprises. The parlors are free any time for the ladies' clubs of the city in which to hold their meetings or for any committee meetings which need a larger room than the one on the second floor. Back of the stage at the west end of the building is a well appointed kitchen and large pantry. A gas range furnishes opportunity to do cooking in the case of banquets. Hot and cold water for washing dishes is here and all the appointments of a first class kitchen. The two serving rooms on either side enable large banquets to be served without crowding or confusion. It is the only ideal banquet hall of the city. The elevator runs from the basement to this floor. A wash and toilet room appears at the end of the building and a men's and ladie's toilet at the other end, together with a check room. The building is finished throughout in the best quarter sawed oak, and the walls tastefully tinted giving the interior a most pleasing effect.

So much for the description of the building. There is one question that is uppermost in your minds. Will such a costly building pay in a city of 18,000 people? Can business enough be secured for it to make it a paying investment financially? We don't know, time will tell. It is our desire to build up first of all a strong, independent, clean newspaper. Along with that we are building a job printing and book bindery business which reaches out to some extent over the state. Then we have started a wholesale paper business and a retail stationery store in the building. You see we have several legs on which to stand. If one becomes tired or broken the others will support the plant until better times come for the disabled member. We will not be entirely dependent on the prosperity of our home city for our prosperity. We have looked a long way ahead and have built for the future. Our faith is strong that we have builded on a firm foundation. We believe that if we merit success, success will come to us.

Now a few words in closing as to the management. No business will succeed without management, and the larger the business the better must be the management. I have only time left to touch on some things I would like to develope more fully. It is a cardinal principle with us that no one actively connected with the management of the paper shall run for a political office or seek to be Post Master. Our paper must not be compromised or put in a position where it is under any obligation to any man, any click, or any set of men. The result is we have the fewest possible number of enemies in the community. Everybody is given a square deal, anybody can get a hearing, the cause of the poor man is as sacred to us as the cause of the rich. We have no favorites. No axes to grind. The paper stands squarely all of the time for what we conceive to be the public good.

In the business management certain well defined principles are followed. We are constantly looking and planning for future business, hence we do business with every man in a way to hold his future business. Kicks we sometimes have, misunderstandings will occur. Business relations will be temporarily strained, but we will exhaust every honorable effort to adjust the difficulties to the entire satisfaction of the customer, believing that it is better to suffer a temporary loss rather than to lose his future business.

In the handling of all local advertising matter our first thought always is to make the advertising pay the merchant. When our advice is asked, as it frequently is, as to the kind and size of an ad a merchant should use for a certain purpose or sale we advise to his interests. That is if a half page ad is as large as the results will warrant we do not advise taking a page simply to get the extra amount of advertising for our paper. If a 25 cent classified ad is all he needs we advise him to that effect instead of getting a $2.00 or $3.00 display from him. The merchants of our city have come to have such confidence in our paper that many of them when handing in their advertisements say, "Give this whatever space you think it ought to have." Neither do we misrepresent in the matter of circulation. There was a time in days gone by when it seemed necessary to stretch the circulation figures a little especially when we had a competitor that did the same thing, but for several years we have published daily in the paper the circulation of the preceding day under the head line, and sworn circulation statements are furnished all newspaper directories and advertisers. Much more could be written on the management of a successful paper, but I fear this is already too long. Just this in closing. We strive to practice giving everybody a square deal, being strictly honest and honorable in all transactions and being of actual service to the public.

HOW TO BUILD AND MAINTAIN A CIRCULATION

FRANK O. EDGECOMBE, PUBLISHER NEBRASKA SIGNAL, GENEVA, NEB.

OD bless the people in the front seats," was the message Henry Ward Beecher once sent back home to his congregation by a friend while he was spending a vacation in England. The country newspaper publisher has cause for calling down blessings on the prompt-paying subscriber. The public speaker who can keep the front seats filled and the country publisher who hypnotizes his subscribers into paying in advance are the gentlemen who are able to erect their own monuments.

"How to Build and Maintain a Circulation," is a problem that some men and women have solved for themselves, but one which many have failed to solve to their full satisfaction. The present remarks are not expected to do more than constitute one link in the endless chain of circulation guesses, but with some limitations recognized. It is the purpose to set out facts and only incidentally to suggest conclusions. Job reported that a voice said to him out of the whirlwind, "Who is this that darkeneth counsel with words without knowledge?" and in this presence one is likely to invite a similar criticism.

The old country lyceum question as to whether the hen was responsible for the egg or the egg for the hen is no more perplexing than is the relation of the two distinct circulation features, building and maintaining. It may be broadly stated that the business manager builds and the editor maintains. No doubt with most of the publications represented here such a division of labor is not clearly outlined, or does not exist, for a sufficiently well known reason. If they are not too critical as to just what the good man meant, many publishers can reflect, with satisfaction and self-application upon St. Paul's statement that he was all things to all men.

Until one is ready to maintain there isn't much use in building, although, of course, the two processes must imitate the dude and the summer girl and proceed along the path hand in hand. The paper that maintains its circulation is one that covers its field more fully than any other and that pleases the particular kind of people residing in its field at least as well as any other. Some people take a paper because they like it. Some because it covers its field so completely that it is next to indispensable, although it may be disliked for some features. The paper that is felt to be next to indispensable and at the same time gives great pleasure and satisfaction to its readers is the one that has the lead-pipe, copper-riveted cinch on the universe.

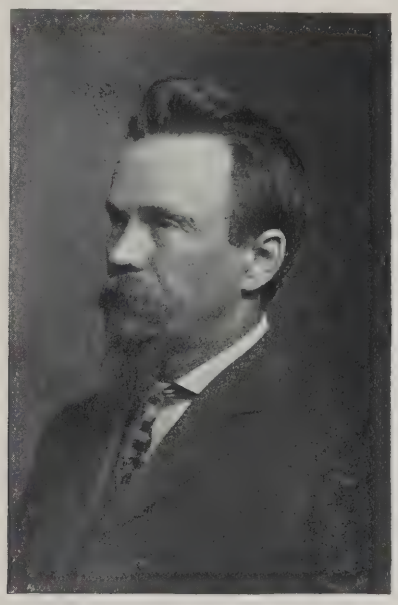
No doubt every publisher present feels that he is all right as a maintainer, while some will admit that where they lack a little is in getting. Therefore it may popularize these re-

marks if attention is paid more especially to some guesses on getting. My connection with two newspapers, one of state-wide circulation and the other a county paper, brings me into contact with many phases of circulation getting, so many in fact that I feel it would be unprofitable to generalize.

A county paper's problems differ in many respects from those of a paper catering to the needs of the people of ninety counties. Therefore I have concluded to limit these remarks to the conditions that surround a county paper in Nebraska. This may avoid some misconception of my suggestions and there is another reason. The papers of general circulation have expert circulation managers who give constant study to circulation problems and the methods employed by others in their class to solve them. The county publishers constitute a more numerous class and they must be very largely in the majority in this association. In most cases the county publisher must be a whole newspaper staff in himself and he has less time and opportunity to try experiments than his city brothers.

The newspaper publisher is the only manufacturer who is compelled to retail the products of his own factory and the complexities of his problems are increased thereby. The term county paper as used in this discussion means a country paper that gives a complete county service as distinguished from other country papers circulated in a community of smaller area. It may be possible to publish a county paper outside of the county seat but until someone perfoms the feat we may conclude that it is impossible.

You must know that a regular Nebraska county is twenty-four miles square and is divided into sixteen square townships. Out west the surveyors laid out our highways and county lines instead of sheep herders. No county newspaper can



Frank O. Edgecombe,
Geneva, Neb.

cross its county line, except it be to visit at the home of some former resident of the county. The kind of a paper that can be sold in one county deals so exclusively with the affairs of its own county that it is of relatively little interest to the people of adjoining counties. Hence it is necessary for a county publisher in Nebraska to build up his circulation and his advertising business inside of the four square corners of his own little county, although he may go outside in search of jobwork if he cares to enter that doubtful field.

To particularize further let us take an individual newspaper. Let us name it the *Signal* for convenience in reference and let us set it down in the center of one of these square Nebraska counties with a total county population of 18,000 and a population of 2,000 in the town of publication and then proceed with a little true history. The *Signal* was created out of the consolidation of some other county and country papers and began its present existence with a weekly circulation of about 600 copies. The publisher tried to learn to recognize good English when he met it in the road and he insisted on having the *Signal* intelligently written, headed, paragraphed, punctuated and capitalized and attractively printed, because the package helps to sell the goods. Although it gave adherence to a political party it was made everybody's paper and every effort was made to establish it in the respect and confidence of the people and to get them to thinking, without putting it in words, that if it wasn't in the *Signal* it probably didn't happen. People who feel that way about a paper pay promptly and don't spend much time reading other papers in the same field.

So much for holding. Three general plans were followed for getting hold of new patrons. As fast as possible every nook and corner of the county was organized for a county correspondence service. Every correspondent was paid in cash for his or her contributions. Every correspondent was a business agent and was paid for that class of work also. This brought the news service of the paper up to a high standard. Local agents handed out sample copies and took subscriptions while they collected the news.

The second plan was the house-to-house canvass and individual write-up. This particular county had good roads and a young man on a bicycle visited every house in the county, cleaning up one six-mile-square township at a time until the whole sixteen had been thoroughly worked. Every family visited received favorable mention. A sample copy with the write-up of that family would come later, but the sample copy would whet the appetite of every member of the family and it was a safe bet that some member of it would borrow a *Signal* somewhere to make sure that the "Red Wheel Man" hade done the right thing. "The Red Wheel Man," as he styled himself, is still talked about in that county. He had some odd experiences, but he sowed the seed of prosperity for the *Signal* and escaped alive.

Some townships are always harder to break into than others. Since the orginal canvass five of the sixteen townships, the hardest of course, have been recanvassed with great care and mighty fine results. A quitter has no place in the newspaper business.

The third plan followed was the use of different forms of voting contests. These must be suited to local conditions. The publisher without experience should begin in a small way or secure the services of some honest and experienced person to assist him. The companies that conduct contests for profit leave little for the publisher but experience. A subscription voting proposition should never be mixed up with job printing or any other side issue. A publisher should provide his own prizes. He can often get merchants to donate prizes, but it isn't profitable in the long run. It is best to pay cash and demand cash. If a merchant donates something to a publisher the publisher must agree to donate something to the merchant, and donation parties are no more profitable to a publisher than they are to a preacher.

To particularize again, let us take up the *Signal's* latest contest. It was decided a couple of years ago that it was time for another county clean-up for the purpose of collecting all delinquent subscriptions, reaching people who had moved into the county recently and getting hold of some of the reluctant folk who had been held away from the paper for one reason or another and hypnotizing them into becoming permanent patrons. Naturally there was some doubt about what there was to clean up. The circulation of the paper was now a little under the 2,000 mark and the list was remarkably well paid up. Estimating that every paper sent out went into an average family of five it will be seen that more than half of the people of the county were reading the paper, not counting those who borrowed it every Friday. Then there were some families in the county that did not read English. The *Signal's* circulation was about double that of any competitor, although its competitors were offered to the public at $1 per year as against the *Signal's* rigidly enforced price of $1.50 per year.

The situation called for sordid calculation.

"The optimist and the pessimist;
The difference is droll—
The optimist sees the doughnut,
While the pessimist sees the hole."

To be successful a newspaper publisher must have enough pessimism mixed with his optimism to cause him to examine the bottom of every circulation proposition as well as the top. Sometimes the bottom is hard to find. The publisher decided in this case that conditions were favorable, or could be made so, and he proceeded to make careful preparations for a strong subscription voting contest.

The following prizes were decided on: A piano, $50 gold, $40 in merchandise, a $20 gold consolation prize and some prizes of $10 gold for the largest number of new subscribers, etc. Lists of names of possible contestants, mostly girls and young women, were secured from the paper's correspondents. A circular letter was addressed to these. "The Red Wheel Man," who had written up the county in the

house-to-house canvass two or three years before, was hunted up and was employed to spend a week driving over the county looking up the contestant prospects that had been secured in various ways.

Beginning October 1 and without previous notice, voting cards were issued to every person paying money on subscription and for no other reason whatever. The first issue of the paper in October contained a full page advertisement announcing the contest. This was the first public notice in regard to the contest. Several of the best contestants were brought into the contest by this advertisement, including the winners of the best prizes. This instance gave one of the best proofs I ever saw of the comparative strength and value of newspaper advertising—but that's another story. At the conclusion of the contest the winner of the merchandise prize was permitted to choose merchandise or gold and she was paid in gold.

After the first few heats the number of contestants dropped to twelve, but these twelve stayed in to the last ditch. The contest closed on the 16th day of February. The largest hall in town was hired and it was packed with people anxious to witness the final count. The excitement was great. People were present from all parts of the county. The receipts during the contest amounted to about $4,500. The contestants brought in 480 new subscribers and about twenty-five more were received at the office without the known intervention of any contestant. Practically all of the new subscriptions were for from one to five years. A few delinquents did not like the persistence of the contestants in making collections and stopped the paper, but the contestants made collections and secured renewals in a much more peaceful manner than the publisher could have done it either in person or by hiring a collector.

During the closing weeks of the contest an extra clerk was able to take care of the subscription work because it had been so thoroughly systematized and the whole plan was so simple. Very few mistakes were made and there were no misunderstandings, although there was every opportunity for confusion, as the business office was often full of people all wanting to do business at once. Careless bookkeeping or sharp practice of any sort would have been ruinous. The contestants were required to be open and fair and everybody connected with the paper followed the same rule.

The contest was a great success because it added a large number of new subscribers, made many permanent new friends for the paper, advertised the paper thoroughly among the merchants of the county and among the people generally and brought in a large sum of money.

Some friends of the paper shook their heads and said ill feeling would follow, but they were never more mistaken. Nobody even slightly connected with the contest in any manner has withheld a penny of business of any sort from the paper as a result of the contest, and it has received many dollars in additional business—subscriptions, jobwork and advertising—as a result of the publicity secured in the contest. These facts are given because they will answer the questions that will arise in the mind of every publisher who may be even a little interested. The only excuse for discussing the topic is that it may give help to those who have not tried the plans outlined here or have not been satisfied with the results of such trials. But if you contemplate having a voting contest, beware of long sets of rules and red tape. They are full of snares and pitfalls.

The *Signal* paid no commissions to its contestants in this contest, although it may sometimes be profitable to pay commissions. Four and a half months is too long a time to run a contest but—that's another story, too. When a contest is drawing like a house afire, iron-clad rules about time limits can be disregarded by the man on the job, but he must be on the job. What per cent of its new subscribers did the *Signal* hold? About eighty per cent. A net gain of even fifty per cent would have been profitable. On June 30, 1908, sixteen and one-half months after the close of the contest, the *Signal* issued a sworn itemized statement showing an average circulation of 2,423 copies per week for the whole year of fifty-two weeks just completed.

A publisher once boasted to me that he had never asked anybody to take his paper. His subscription list looked like it. Those who feel that way will not be interested in voting contests or house-to-house canvasses. They will find their competitors doing things more after the manner of a certain Georgia sheriff. In one of the border Georgia counties a prisoner broke jail and escaped into Alabama and refused to return without a requisition. A few days before the sitting of court in that county the sheriff disappeared. The morning court convened the sheriff got back to town with the escaped prisoner. The prisoner's arms were bound with a piece of old clothes line and there was an inch rope around his waist. The other end of the rope was in the firm grasp of the cracker sheriff. The prisoner was looking somewhat fatigued and the judge inquired whether the man had walked all the way from Alabama. "Well," said the sheriff, "I drug him part of the way and he swum the Tallipoosa river."

SUCCESSFUL METHODS FOR CONDUCTING AN EVENING DAILY

BY G. S. GRISWOLD, DAILY NEWS, BATAVIA, N. Y.

ASSUMING that in honoring me with the invitation to discuss the subject of "Successful Methods for Conducting an Evening Daily" those who made up the program took it for granted that the methods employed by the Batavia *News* had proven successful, I am going to offer no apology for briefly describing the methods which have prevailed in the *News* office for many years, because having no other experience, I could not pretend that these methonds were the best to be followed, but must leave it to those who are more or less interested to judge whether other ways, with which the members of this association are familiar, might not have been successful in

G. S. GRISWOLD
BATAVIA, N. Y.

producing results that would have been far more gratifying. From my own point of view success consists in making a newspaper that is appreciated and respected in the community in which it is printed and that furishes a fair financial return to those who, in all departments, contribute to make it reasonably prosperous and popular. No one of you would expect that in a town of twelve thousand population a daily paper could be printed that would satisfy the ambition of the man who desires to be ranked in the millionaire class, but for the newspaper maker who wishes to acquire a comfortable income, at the expense of much work and no little worry, the small city offers a fair field and reasonable returns on the capital invested.

The field of The Batavia *News* is limited to the village of Batavia with twelve thousand inhabitants and the county

of Genesee with total population, including Batavia, of about thirty five thousand people. Erie county, on the West, with Buffalo thirty six miles away and Monroe county, on the East, with Rochester thirty three miles away, shut The News out in either direction and the counties North and South are not accessible while, if they were, The News could hardly compete with the Rochester and Buffalo papers outside it's legitimate local field.

It should be frankly stated that if counted a success by its contemporaries, The News is in no sense a phenominal success, having passed its thirtieth birthday, and for twenty seven years of its existense having been under the ownership and management of its present proprietors. Its growth has been very gradual, from the days when its equipment consisted of a few cases of long primer and display type and a quarto Gordon press, to its present plant consisting of linotypes, perfecting press and the many valuable appliances necessary to the conduct of the business, housed in a three story building built nearly twenty years ago and now becoming congested.

The dawn of reasonable prosperity broke upon *The News* office about twenty one years ago when the publishers decided that if they were to keep their craft afloat they would have to adopt the plan of demanding pay in advance for subscriptions. This was a radical departure from methods generally in vogue in small towns in those days and was largely brought about by a trivial incident. The price of the paper to subscribers in the village was then as now one cent, but to those who took it through the mails the price was $3 a year payable at the convenience of the subscriber, with very little consideration for the pleasure or necessities of publishers. The people of the village very generally took the paper, but the list in the country was limited, notwithstanding the easy payment plan and advertisers were loth to use its columns owing to the fact that it did not reach the country trade, while there were three weeklies then printed in town, two of them having a circulation throughout the county.. One day a prominent farmer came into the office and said that he had been buying the paper when in town and rather liked it. "How much do you sell the paper for to these boys on the street?" he asked.

"Two for a cent."

"That's only a dollar and a half a year, and I'll give you two dollars for a year in advance, and you can put it in the postoffice for me every day."

The farmer's offer suggested the idea that many more might be induced to take the paper on the same terms and after due consideration the suggestion was acted upon and announcement was made that on the following January, about six weeks away, the price of *The News* would be reduced to two dollars a year to mail subscribers payable in advance and we have never had a moment's regret becuse of the adoption of the pay in advance system. The circulation of the paper has steadily advanced year after year, each year showing a gain over the previous one until *The News* has become known among publishers and advertising men as a daily paper with an unusually large circulation in proportion to the population of the town.

The News has for many years been in receipt of inquiries form other publishers inquiring as to the success of the pay in advance plan and seeking information as to our methods of handling circulation. The latest inquiry was from a Pennsylvania publisher in a town about the size of Batavia, and the questions he asked and the answers given cover our circultion methods, so I am going to repeat them here.

Q. Do you employ agents to canvass for subscriptions, and if so, do you allow agents a commission or pay by the week?

A. We employ no agents to canvass for subscriptions and never have done so. Correspondents and postmasters in the towns of the county are authorized to solicit new subscribers and receive renewals and are allowed a commission of 20%. They send in the names on a post card or with correspondence and a monthly statement is sent to them payment being exacted by the tenth of the month. The results of this system are considered satisfactory and we believe it to be more efficient and less expensive than it would be to keep a man on the road the year round on a salary.

Q. Do you give premiums?

A. We do not give premiums of any kind. Neither do we have guessing contests, voting contests, or employ any means to temporarily inflate circulation. We have no clubbing arrangements with any other publication, foreign or local.

Q. Do you stop all papers at expiration and if so do you stop without notice?

A. All papers outside Batavia are sent by mail and subscriptions are payable in advance. We notify the subscriber about a week before expiration and unless money is received the day following the expiration the name is stricken from the list.

Q. Do you make any difference in price to R. F. D or out of town subscribers?

A. The price of The News to mail subscribers is two dollars a year. In town the price is five cents a week, which is collected by the carrier who pays 1-2 cent each for his papers when he gets them. We have never canvassed the town for subscribers but depend on the boys to keep the list up on their routes. We are morally certain from the number of papers distributed that The News goes into every house in Batavia where the occupants are intelligent enough to read.

The circulation of 7,500 daily is distributed by carriers in Batavia to about 2,600 subscribers, and mailed individually to about 4,500 subscribers. The other papers are sold on the streets and by newsdealers. No accounts with subscribers are kept. The only bookkeeping required is entering the name on a journal stating whether new or credit and giving date or expiration, also charging the names sent in by agents on a loose leaf statement which is ready for mailing the first of each month. The mailing list comprises thirteen galleys with four columns of names to a galley, which is corrected daily. The mailing is done by two boys, one attaching the labels with a machine, the other wrapping in bundles.

The advantage of handling the circulation by this method from our point of view is that it eliminates credits and entirely relieves us of the great amount of work that would be required in keeping open accounts with subscribers and irresponsible boys acting as selling agents in the smaller towns. Our net receipts from subscriptions show that we average $1.50 for every paper printed and office expenses are greatly less than where the credit system prevails.

The low price of The News (two dollars a year) brings it within the reach of all classes and none are so poor, apparently, in the immediate vicinity of Batavia that cannot afford to take it. While the price is low it is a fair price, considering the fact that all the great newspapers of Buffalo and Rochester, thirty miles away, are sold for one cent. The competition of the city papers, some of which are sold at the same yearly rate as The News in our immediate territory, has not affected us in the least so far as we are able to judge from our constantly increasing list, notwithstanding the fact that the city papers keep their solicitors regularly at work in the territory.

The value as an advertising medium to the local merchant of The News' circulation is apparent and it is liberally patronized both by home and foreign advertisers. The unusual circulation enables us to obtain a price higher than the rates usually charged in towns of like population but our rates are not as high as might reasonably be charged for the same circulation in a larger city. The rates are so adjusted as to encourage the advertiser to use the paper regularly, either once a week or oftener, to insure a regular income in dull as well as in busy seasons. The flat rate, so called, does not prevail, and the large advertiser who uses space at his convenience pays a higher rate than the little fellow who goes into the paper regularly. Those who use the advertising columns on a yearly contract get a better price than those who come in only during the busy season. The use of extra large space is not encouraged, it being considered that in a small paper with local reading on every page, a thirty inch advertisement will attract as much attention and bring as good results as a half page would in a larger sheet. The size of the paper is six pages, eight pages on Saturday and on other days when there is a press of advertising. The methods pursued in obtaining business for the advertising columns are those usually followed in well regulated newspaper offices. Perhaps more soliciting would bring more business, but it has always been our theory that we could ill afford to induce the local advertiser to expend more than the possibilities of the territory would warrant, preferring to have him keep his advertising expenditure within the limit of adequate returns. Many a good small advertiser is spoiled by over zealous solicitors inducing

him to use space that represents too much expenditure for the amount of sales his stock will warrant.

But all the methods of promoting circulation, and all the exploiting of the advertising columns, would be of little avail if the one great essential of success is neglected. To get circulation and demand advertising patronage you must make a paper that the people want. The Batavia *News* has always aimed to be a complete local newspaper. Its publishers have always intended to make it a better newspaper every year it has been published. We have never expected to make a great newspaper recognizing the fact that our field was too limited to admit of wide expansion, but we have endeavored to give the people just as good a newspaper as possibly could be published for the price charged in the territory to which we are confined. The particular point above all others has been to furnish the people of Batavia and Genesee county the news that can be found in no other paper and that is a complete record of local events, not only of the village of Batavia but throughout the surrounding territory. While it is the purpose to give the local news in the most condensed form, no important item is allowed to go without thorough treatment and everything that the people will be interested in is given in full. To cover the outside towns, correspondents are employed who are paid in cash for their services. It is intended that no local news of the least importance in any community in the *News* territory shall be neglected, and while much of the matter printed as correspondence seems trivial, the fact is not overlooked that it is of some interest and importance to the people in the immediate vicinity as well as to a large number who move in from the country districts and become residents of the town. The correspondents are instructed to be ever on the alert and when a good news story occurs that they are unable to handle themselves, if they advise us promptly, a reporter is sent to cover the story and for whatever is made of it the correspondent receives compensation. But it is not only in the correspondence and local news that the *News* endeavors to meet the approval of its patrons. As a member of The Associated Press we receive a good pony report which is edited with great care and in case of big news, extra wire matter is ordered. We have never used a telegraph plate service believing that the general news of the day can be better covered with a pony report and such additional news as can be made up from the morning papers. The Sporting News and Market Reports are not featured, the great majority of our readers being little interested in them, while those who are particularly interested are sure to take the city papers which devote columns to this class of news. While it is always pleasant to be first in the field with the news, and gratifying to know that you have a "beat" on a contemporary, we have found that a brief item on some important happening in our territory in the morning newspapers is sure to create an extra demand for the *News,* the people being confident that all the particulars will be given in its columns. In case of a great event in which all are interested it is completely covered to the xeclusion of other matters if necesary. Very few flare heads are used but the important news is always prominently displayed and the head lines are sufficiently proninent to reach the eye in glancing over the paper. It is intended to mention every event of importance so that every reader may have an epitome of the world's news each day, there being in our constituency many who do not take any other daily paper. In its typographical appearance the *News* aims to be attractive although two columns of display advertising on the first page detract from its appearance and give it a look that is not quite up-to-date. Nothing but a single column advertisement is allowed on this page and no large display type, but as the custom was inaugurated long ago when advertising was much sought, the patrons of the columns have become so accustomed to it that we have not found it advisable to make any change in this feature of the make-up.

I speak with assurance regarding the excellence of the *News* in its editorial conduct, because I believe we never could have attained what success has met our efforts had not the paper been thoroughly well adopted to its particular and somewhat peculiar field. I do so without hesitation, because I feel that I will not be accused of egotism when I explain that it is to my partner, Mr. McWain, who has edited the paper during the many years of our business association, that this success is wholly due. Devoted to his work, with a great faculty for appreciating news and a special aptitude for presenting it in a manner satisfactory to our constituency, his methods have been most potent in contributing to such success as The News has attained.

SOME DELUSIONS OF THE PRESS

ADDRESS DELIVERED AT THE ANNUAL MEETING OF THE NATIONAL EDITORIAL ASSOCIATION AT ST. PAUL, ON WED., AUG. 19TH, BY JOHN A. SLEICHER, EDITOR OF LESLIE'S WEEKLY.

IT has been said in England that the world is being educated by the half-penny press, and we know that in this country the one-cent newspapers are giving the masses most of their instruction. Teaching is not always education, for everything depends on what is taught. What are we teaching—right or wrong, truth or error, justice or injustice? One of our delusions is that the public has infallible conscience, and that newspapers that follow public opinion cannot go wrong. Conscience is not infallible. A morbid condition may hide its infirmity behind the

JOHN A. SLEICHER,
NEW YORK CITY, N. Y.

guise of conscience and make it the accomplice of guilt. Newspapers are often responsible for creating a vicious public opinion and then running away from its evil consequences, like the boy who lights a fire on top of a haystack and has to fly to save his life.

Claiming to be impartial, nothing is more one-sided than the ordinary newspaper story. The reporter gathers his facts in a hurry from the side that he can most easily reach. If he can reach both sides, he will take the one with the sensational quality. He is not a judge dealing in equities, but only a reporter representing the ravenous appetite of a sensation-seeking public that must be fed—a public that has little time for newspapers that believe in the educational and uplifting. This should be left to the pulpit, and while the yellow press flourishes, the religious press struggles to exist, and the pews of the churches are fast becoming empty.

It is a delusion to imagine that if you see it in the newspaper it must be so. It is not so half the time, and is only half so all the time. Say, if we will, that we give the people what they want, yet the fact remains that while, with our cables, telegraphs, and telephones, wireless messages, automobiles, limited flyers, and unlimited facilities, the newspapers have, as never before, conveniences of access to sources of information, yet they are not as accurate as they were fifty

years ago. They printed less matter and covered a narrower field, but the news was news.

The public persists in the delusion that newspapers are printed for philanthropic purposes. The publishers, who have the bills to pay, labor under no such false notion. Newspapers, magazines, weeklies, and quarterlies are published for profit, all of them and all the time. They are business propositions. Their purpose is no different from what it was fifty years ago. Why has their character changed? Because their readers have changed. The public has come to believe that the newspaper has taken the place of the theatre and circus as well as the school and the pulpit; that it must embellish the news until it reads like fiction, and advocate a code of morals that will take the starch out of the Ten Commandments. Newspapers that cater only to the good are therefore as lonesome as a solitary tombstone in a newly opened cemetery. But let us seek the light.

It is a delusion if you imagine that I am assailing journalism. The press will be what it is until public opinion rests upon a higher plane. The reader buys the newspaper that appeals to him. He prefers one that supports his political views, that flatters his conceits, and that patronizes his prejudices. It may be inaccurate, unfair, and misleading, but that makes no difference to the man who is a partisan in everything.

You boast of the power of the press, but you are the victims of inequitable libel laws that you have not the power to repeal. You are outraged by absurd and arbitary postal rulings, not enacted into law, under one of wihch you are forbidden to extend such credit as you desire, and such as every other business gives to its patrons. You are debarred from mail privileges without a hearing until you have already been made to suffer. A Senator of the United States, who had given financial aid to a struggling magazine, told me he had lost over $30,000 because of the harm done to the publication by the arbitrary ruling of a subordinate of the postal department. Yet the Constitution declares that "Congress shall pass no laws abridging the freedom of the press."

By a very questionable ruling of the Interstate Commerce Commission you were suddenly forbidden to do what you had always done, namely, to exchange space in your publications at full rates for railroad mileage at full rates. The public service law of the State of New York, with the cordial approval of Governor Hughes, was amended before its passage so as to sepcifically legalize this exchange. All credit to the stalwart members of the New York State Editorial Association that they promptly resented the attempt to pass a public utilities bill that would interfere with the conduct of their business. I do not speak for free transportation, for I do not believe in it. We are better off without it. I speak of an exchange of commodities on a fair and equal basis, in which no favor or preference is involved.

Have you been able to suppress the piratical advertising devices, that are disfiguring nature's beauty everywhere and cutting the life out of your business? The advertising sign nuisance began with a modest hand bill and was followed by the bill-board. Now blazing electrical signs, decorative displays of dimensions immeasurable, street cars and platforms, fields and fences, barns and warehouses are all utilized for advertising purposes and supplanting the use of the newspaper. When everybody had plenty of advertising, you said this diversion was not worth noticing; but, when hard times began to cut your patronage, you suddenly realized that you had rights that ought to be respected. I fear that, with all their boasted power, the editors of this country have not as much influence on legislation, at Washington especially, as Sam Gompers. To-day the power in politics is the party boss, whom the press makes, but cannot unmake or control. The maker should be the master.

The credentials of a popular journalist are not found in a university education or the acquirement of universal knowledge, but in the possession of vivid imagination and ability to write fiction. To a degree the nation's welfare is at the mercy of a profession open to any one who can borrow a pen and hire a press. Is it surprising that the suggestion is heard that journalism should be made, by statute, a regular profession, with entrance into it dependent upon one's ability to pass a rigid examination, such as that required for medicine or the bar?

The urgent need of every great American city is for a daily newspaper that shall print less and better news; that shall exercise such censorship over its columns that no one's character shall be assailed, no institution's standing be discredited, no vested right be jeopardized, and no man or woman's motives impugned until the editor has justified his statements. Better less news and real news; better news a day late and right than a day earlier and wrong.

It has been said that this is a time of many books and little literature. It might be added that this is an age of many newspapers and little news. What do the voluminous Sunday newspapers give to uplift humanity? They give just what the public seems to crave—pages of divorce proceedings, frivolities of fashion, piquant and often painful personalities, muck-raking attacks on men in public and private life, exposures of the degradations of the slums, imaginings of the absurd and the impossible, with little poetry, religion, or sentiment, and no attempt to uplift or refine. So the most remarkable religious gathering in many years, the quadrennial conference of one of the largest denominations in the world, held in Baltimore last May, received less attention from newspapers than contemporeaneous prize-fights and horse-races.

Plenty of sensations can be found in the field of legitimate endeavor. An honored townsman of this beautiful, hospitable, and progressive city, Mr. James J. Hill, one of the greatest captains of industry of his day, recently startled the country by his striking address at a gathering of notable men at the White House, in which he pointed out the imminent peril from the approaching exhaustion of our greatest sources of natural wealth. This was a sensational disclosure, and as truthful as it was sensational. Why did not the muck-rakers, always searching for sensations, have Mr. Hill's foresight? Are they so busy with the muck-rake that they have no time to lift their heads and see the things in the sunlight?

Lord Cromer, in his recent book on "Modern Egypt," attributed to an English daily paper that outburst of hero worship in 1885 which compelled Gladstone, against his judgment, to send General Gordon to his tragic death in the Soudan. How many men eminent in public and private life in the United States have been hounded into retirement, disgrace, and in some instances to death by the injustice of a thoughtless and sensational press? But "Get circulation" is the motto. Get it, for it means money and power! Assail the rich, print the sanguinary details of every horrible crime and disaster, varnish vice, appeal to the passions, distort the truth, divide the people into masses and classes, pit them like wild beasts against one another, shock the sensitive, mock the reformer, show the people how they are decieved and oppressed, and never fail to impress upon the maddened mob you are creating that you alone are the friend of a long and suffering people.

The press thought it was helping itself when it joined in the assults of the muck-rakers upon capital, the railways, and industrial combinations. If a few great captains of the railroads, of industry, and finance get more than the rest of us, this is only what happens in all lines of business including our own. It is the royalty paid to genius, foresight, and industry. When the panic came, instantly every railroad and factory was compelled to economize. The first cut was in their advertising. It will startle you to hear that over five million dollars, that under ordinary circumstances would have been appropriated for advertising purposes this year, was necessarily eliminated from consideration by railway and industrial corporations after the panic. For how much of this are we responsible?

Whether its material rewards be great or small, journalism is the most attractive of all the learned professions. It has a fascination found in no other. It brings a certain influence and power that money cannot buy, and it commands a deference that many seek and few obtain. It is the "new estate" to which Edmund Burke so eloquently referred when he said that there were three estates in Parliament, but in the reporters' gallery yonder there sat a fourth estate, more important far than they all.

Are we of the fourth estate deluding ourselves with the thought that our position is secure? Do we not see manifold signs of a decided reaction against sensationalism on the part of our best readers? Would it not be better if we conceded more to the growing demand for accuracy and moderation? Ought we not to do this, moved by a patriotic purpose, in view of the appalling danger to republican institutions that so many forsee in the rapid spread af class hatred and socialistic notions? I leave these questions with you for those moments of quiet reflection that must inevitably come if we do not speedily awaken to the dangers involved in the delusions and illusions both of the press and the people.

Be strong!

We are not here to play, to dream, to drift.
We have hard work to do, and loads to lift.
Shun not the struggle, face it. "'Tis God's gift."

THE ATTITUDE OF THE POSTOFFICE DEPARTMENT TOWARD NEWSPAPERS AND SECOND-CLASS MATTER

BY A. L. LAWSHE, THIRD ASSISTANT POSTMASTER GENERAL

MR. PRESIDENT, AND MEMBERS OF THE NATIONAL EDITORIAL ASSOCIATION:

I ALWAYS feel at home in an editorial association meeting, because I am a newspaper man by profession, and an office-holder by force of circumstances.

I was very glad to accept the invitation of President Varner to appear on your program, because it would give me, as Third Assistant Postmaster-general, an opportunity to get into closer touch, a little more intimate relation, with the legitimate publishers of the country, through this, the chief among press associations, the membership of which consists in the main of delegates from the recognized Editorial Associations of the United States.

Not long ago, it was my privilege to address the Virginia Press Association at Newport News. President Copeland endorsed what he termed a commendable change of policy on the part of the Postoffice Department in going before the publishers of the country with a candid statement of its plea—its desires and purposes—with the reasons therefor, and predicted that the policy would win. I do not know that there has been any real change in policy in that respect; but, for myself, I have always proceeded on the theory that a policy of openness and candor is the only policy which deserves to win. Therefore I am glad to be here for a heart-to-heart talk with you, as representative, legitimate publishers, about the relations which ought to exist between you and the Postoffice Department, and that relation should be one of mutual helpfulness and co-operation, always.

HON. A. L. LAWSHE,
THIRD ASSISTANT POSTMASTER-GENERAL.

Notwithstanding the perplexing questions involved in administering the law governing second-class mail matter, there should be no friction between the legitimate publisher and the Postoffice Department. There is a mutuality of interest which forbids such a condition. I come to you, therefore, in a spirit of fairness and candor to discuss questions of vital importance alike to you and to the Department. I need not assure you of my sympathetic personal interest in all that rightly pertains to your business welfare. I recall with fond recollection my early experience in the printing office, which gave to me the best educational advantages I was permitted to enjoy. I greet the printer and publisher as my brother.

Postal subjects do not inspire wit or eloquence. I shall therefore try to discuss the questions involved in a business-like way. I do not apprehend that I shall be able to present much that is new concerning a subject which must be threadbare to many of you.

As a basis for my plea, I wish to invite your attention to the various rates of postage fixed by Congress, and to some statistics recently compiled.

We have the first-class postage rate of 2c. for each ounce or fraction thereof, which applies to written or sealed matter; the third-class rate of 1c. for each two ounces or fraction thereof, which applies to ordinary printed matter, and the fourth-class rate of 1c. for each ounce or fraction thereof, which applies to merchandise. There are no restrictions surrounding the first, third and fourth-class of mail matter, except a limit of weight to four pounds. Packages are weighed separately in order that fractions of a pound may be considered. We have, in addition, the second-class rate of 1c. per pound, with a free rate in the county of publication under certain conditions and with specified exceptions. The cent-a-pound rate is essentially a publishers' rate, as no one else can directly claim its benefits.

THE LAW.

The law governing second-class matter provides, in brief, that newspapers and periodicals, to be entitled to the second-class mailing privilege, including the cent-a-pound rate:

First, must be regularly issued at stated intervals, as often as four times a year, bear a date of issue, and be numbered consecutively;

Second, must be issued from a known office of publication;

Third, must be formed of printed paper sheets, without board, cloth, leather or other substantial binding, such as distinguish books for preservation from periodical publications;

Fourth, must be originated and published for the dissemination of information of a public character, or devoted to literature, the arts and sciences, or some special industry, and, *have a legitimate list of subscribers.* The law further provides that nothing in the statute shall be so construed as to admit to the second-class rates newspapers and periodicals designed primarily for advertising purposes, for free circulation, or for circulation at a nominal rate.

THE PUBLISHERS' RATE NOT AN UNCONDITIONAL ONE.

The unrestricted higher rates are enjoyed by the public, and the restricted low rate of 1c. per pound is accorded to the publisher only. No other class of industry and no other citizen can claim for his mailings the rate of 1c. per pound. It is granted exclusively to the publisher, who, however, passes it on to the subscriber in a lower subscription rate than he could otherwise afford. The people are the real beneficiaries, so far as the legitimate publisher is concerned.

A great many publishers, due perhaps to failure on the part of the Postoffice Department in past years to more particularly advise them, conceived that the rate of 1c. per pound is an unconditional one, with no restrictions or provisos attached; that it was simply a rate to be paid and no questions asked—an utterly mistaken notion.

The publisher who insists that he wants no restrictions around his mailing privilege is gently reminded that the third-class rate of one cent for each two ounces or fraction thereof is the unrestricted rate for printed matter, and the rate which the business man and the public must pay. Any publisher who wants "the same mailing privileges as other business men have" is at liberty to avail himself of the unrestricted third-class rate.

SOME FACTS AND FIGURES.

As the result of the special weighings of the mail under authority of Congress from July 1, 1907, to December 31, 1907, in all postoffices and railway mail cars, the Department now has some statistics, not hitherto available, as to the proportion which each class of mail matter handled bears to the whole, and as to the revenue derived from each class. These statistics are believed to be unassailable as to approximate accuracy. They separate mail matter and the revenue therefrom into the following relative proportions:

First-class mail matter:	
Per cent of weight	12.81
Per cent of revenue	75.74
Second-class mail matter:	
Per cent of weight	63.91
Per cent of revenue	5.19
Third-class mail matter:	
Per cent of weight	14.61
Per cent of revenue	14.63
Fourth-class mail matter:	
Per cent of weight	4.79
Per cent of revenue	4.44,,
Congressional franked matter:	
Per cent of weight	.37
No revenue.	
Departmental penalty matter:	
Per cent of weight	3.51
No revenue.	

You will note that the mail matter sent under frank by Congressmen is about 1-3 of 1 per cent, an inconsequential factor when compared with the whole.

The average revenue derived from first-class matter, the business man's mail, is 87½ cents per pound; users of postal cards pay postage at the rate of $1.53 per pound. The revenue derived from third-class matter is a little over 13 cents per pound, and on fourth-class matter it is 17½ cents per pound. The revenue on second-class matter is a little over 1 cent per pound, by reason of that sent at the transient second-class rate of 1 cent for each 4 ounces. The average revenue per pound derived from all classes of mail matter, quantity considered, is slightly below 13 cents.

AVERAGE HAULS OF MAIL MATTER.

Statistics, recently compiled, show that the average haul of all mail matter is 620 miles, with the following subdivisions:

First-class matter	507	miles.
Second-class matter:		
Paid-at-the-pound rate—		
Subscribers' copies	602	"
Sample copies	873	"
Free in county	7	"
Transient, 1 cent for each 4 ounces	698	"
All subclasses combined	610	"
Third-class matter	672	"
Fourth-class matter	687	"
Congressmen's franked matter	750	"
Departmental penalty matter	782	"

The average haul of all paid matter is 622 miles, and of all free matter 584 miles. The average for all second-class matter is 610 miles.

The average haul of daily newspapers is 291 miles; of weekly and other newspapers 558 miles; of magazines 1,049 miles, and of miscellaneous periodicals 1,128 miles.

These figures have reference only to mailings They do not include express hauls or deliveries by private carriers.

These facts serve to indicate, in a way, the bigness of our country, and to show in part why our second-class postage rate must be a losing one. It should be easy to understand why the mails may be carried cheaper in the small countries of congested Europe than in our own country.

Daily newspapers furnish a little over 40 per cent of the second-class mail. Weekly and other newspapers furnish a little over 15 per cent. The periodicals — including the monthly magazines, scientific, educational, religious, trade and other journals—furnish the remaining 45 per cent of the whole.

COST OF CARRYING SECOND-CLASS MAIL.

A carefully compiled estimate of the cost of handling second-class mail matter, covering all the elements of cost from transportation to audit of accounts, shows that such average cost is approximately 8 2-3 cents per pound. This does not mean that it costs over 8 cents per pound to handle your particular publication, but that the amount stated is the average cost, taking the country over. Of this amount approximately 2¼ cents per pound is paid to the railroad companies for transportation; a few mills must be added for railway postoffices, car service, freight on empty mail bags, etc. These items increase the total cost of railway handling of second-class mail to approximately 2½ cents per pound. The other elements of cost making up the 8 cents include all other classes of tributary transportation, the cost of delivery to individual addresses and general administration.

It is a known fact that the abusers of the second-class mailing privileges, those publications presumably designed primarily for advertising purposes, for free circulation and for circulation at a nominal rate, contribute an undue proportion to the average haul and to the other elements of cost, and that with the elimination of these abuses the average haul and the averge cost would be appreciably reduced.

THE SECOND-CLASS RATE JUSTIFIED.

In spite of the startling facts and figures which I have placed before you, I defend—even justify—the cent-a-pound rate for legitimate newspapers and periodicals, with right conditions restored.

And why?

First.—Because the rate was made by Congress to encourage the dissemination of information of an educational character through good newspapers and periodicals.

Second.—Because the rate, while granted only to a publisher, is, as a rule, passed on by him to his subscribers—the people.

Third.—Because of the vast amount of real public service rendered by the legitimate press without compensation.

Fourth.—Because second-class matter originates a vast amount of first, third and fourth-class mail matter. That fact, however, should not be made the excuse for allowing all sorts of abuses.

I do not advocate an increase in the rate of second-class postage. In fact, I am prepared to say that I would oppose such increase at this time.

And why?

First.—Because it is now evident that the legitimate publishers of the country, those who do a clean business in a clean way and confine their practices to such as are contemplated by the law, will hereafter unite with the Postoffice Department in eliminating the grave abuses which exist, and in compelling the illegitimate publishers, the advertising fakirs and the circulation padders, to get right or get out!

Second.—Because, to quote the language of Brother Herbert, the honored father of this Association, "legitimate publishers have fixed the price of their publications and arranged their business under the existing system and *any* change would disturb present conditions, and any *radical* change would be ruinous, and result in the destruction of existing business and properties that have been legitimately built up under existing laws."

EXPRESS RATES AND POSTAL RATES COMPARED.

By some critics it has been urged, perhaps as an evidence of the inefficient management of the Postoffice Department, that express companies carry newspapers cheaper than does the Postoffice Department. I deny this. Were the express companies compelled to handle second-class matter as does the Postoffice Department they would undoubtedly reject the business. It is true that express companies make a special publishers' rate as low as 25 cents per hundred pounds, or one-fourth cent per pound, but the business is confined to bulk packages and short hauls. The ordinary express rate for printed matter is 8 cents per pound with a minimum charge of 10 cents. The express company, under the special publishers' rate, carries the newspapers in bulk and delivers the packages to news agents who sell and distribute the papers and receive a commission of from 25 to 40 percent on the sales. The Postoffice Department, likewise, weighs newspaper mail in bulk, but transports it without regard to transfers or distance, and delivers the contents of each package to the individual addresses at the one cent per pound rate. The Postoffice Department performs the functions of both express company and news agent, at a nominal price. The express company gets the profitable business and the Postoffice Department gets the unprofitable business.

The Postoffice Department does not consider cost; it does not consider distance; it does not consider destination within national or contiguous boundaries. The Department reaches every community, large or small. It goes everywhere, while the express companies and transportation companies go where profits are to be made, just as does the prudent business man in his transactions. The Postoffice Department can not thus restrict its beneficent activities.

THE DEMAND FOR PENNY POSTAGE.

The fact that 64 per cent of the total weight of mail matter carried, consisting of newspapers and periodicals admitted to the second-class rates, yields but about 5 per cent of the revenue, has been and is being used by business organizations and postal reform advocates as an argument in favor of "penny postage," or a reduction of the rate on first-class matter to one cent per ounce. As you probably do not come into close contact with this movement, you little realize its strength and influence. Yet with the second-class mailing privilege brought back to its original basis as intended by Congress, and with the elimination of a few other costly abuses, I predict that the publishers of the United States may continue to enjoy the present second-class rates of postage, and that the business men of the country—and you as publishers are included in that class—may secure in due season the cent an ounce rate which they so earnestly covet.

THE ABUSES.

Under the lax supervision which prevailed up to about ten years ago great abuses of the second-class mailing privilege sprang up, and as a result the mails have been flooded each month with millions of copies and even millions of pounds of mail matter not entitled to be carried at the cent-a-pound rate of postage, to the great loss of the Postoffice Department. These abuses, which for a time seemed uncontrollable, had their origin in the old almost unrestricted use of the sample-copy privilege, and in the carrying by publishers of expired subscriptions indefinitely for the purpose of maintaining "circulation" upon which to base more sample copies, and higher advertising rates.

The lax practice on the part of legitimate local publishers, almost universally indulged in, but with no improper motive, of carrying delinquent subscribers indefinitely gave justification

to other publishers who were after circulation to engage in the same practice and to abuse it to the limit. Circulation—free or otherwise—was the object of the imitators and such publishers seldom or never took a name off the list once it was entered thereon. Gentlemen, I think you will concede that the Department can not consistently compell one class of publishers to quit a bad practice and allow another class to follow, unrestrained, the same practice.

As an illustration of the extent to which expired subscriptions have been carried for the purpose of maintaining circulation for advertising purposes, the Department a few months ago had occasion to investigate the practices of a publication which claimed a "circulation" of several hundred thousand copies. *Less than three per cent of the alleged subscription list was found to be paid to a current date. Ninety-seven per cent of the list consisted of expired subscriptions.* This is not an isolated case. It is typical of a condition which has existed, although the percentage of legitimate subscriptions in this instance was unusually low.

There was imperative necessity for a rule fixing a limit at which the Department would no longer regard as legitimate a subscription not paid, if the law requiring legitimate lists of subscribers and excluding from second-class rates publications designed primarily for advertising purposes, for free circulation, or circulation at a nominal rate, is to be enforced. The necessity has been met; the rule has been made. You will readily appreciate that this regulation, and the sample-copy regulation as well, were devised to keep out of the mails matter which is not entitled to be there at the cent-a-pound rate under a reasonable construction of the law.

THE EXPIRED SUBSCRIPTION REGULATION.

What is known as the expired subscription regulation simply fixes the limit beyond which the Postmaster-General will not regard as legitimate a subscription which has expired and has not been expressly renewed. This limit varies according to the frequency of issue, the more or less intimate relation existing between publisher and subscriber as justifying credit with knowledge of responsibility.

The weekly publication, usually of local circulation, was therefore given the longest limit.

The real purpose of this regulation was to curb the practices of the abusers of the second-class mailing privilege, with the hope that it might at the same time prove helpful to the legitimate local publisher in aiding him in putting his business on a better basis. We all know, from experience, that delinquency is a habit, not a necessity, in the great majority of instances.

THE SAMPLE COPY REGULATION.

The rule which obtained for a number of years prior to January 1, 1908, in regard to the mailing of sample copies, was that with each issue of his paper a publisher was entitled to mail sample copies in number equal to the number of his subscribers.

Thousands of publishers did not use the sample-copy privilege to any appreciable extent, but others used it to the extent of 100 per cent of so-called subscriptions, expired subscriptions, and free subscriptions. The normal newspaper and periodical publisher has used the privilege only to the extent of a little over 2 per cent.

Much of this sample-copy and expired subscription "circulation" has obstructed the mails and accumulated in the postoffices because undeliverable. This condition alone justified remedial action.

In view of the statistical facts presented, no justifiable legal exception can be taken to the new rule, which provides in substance that sample copies to the amount of 10 percent of the weight of copies mailed as to subscribers may be mailed at the second-class rate of one cent per pound. A rule of this sort does not harm the legitimate publisher, because actual tests show that the normal publisher does not indulge in the sample-copy privilege to the extent now provided for. The rule, however, strikes a serious blow at the publisher whose chief aim has been to extend and pad his so-called circulation for advertising purposes.

The benefit of the new rule to the normal publisher is made thoroughly effective, first, by providing that the sample-copy privilege shall be cumulative during each year—that is to say, the unused quota of the sample-copy privilege stands to the credit of the publisher throughout the year, thus enabling him to increase his circulation at times when it is most desirable; second, by providing that the Department will give consideration to particular facts and circumstances in determining whether additional mailings or any part thereof can properly be regarded and accepted as sample copies. Furthermore, without raising any of these questions, the publisher has the option of mailing additional copies of his publication at the transient second-class rate of one cent for each four ounces or fraction thereof—the rate fixed for the general public on mailings of second-class matter. Another commendable feature of this regulation is the ease with which the sample-copy privilege may be computed on the weights as shown by the mailings, instead of on the number of subscribers without regard to mailings.

POPULARITY OF THE REGULATION.

The regulations were promulgated in December, effective January first, save that it was announced that publishers who showed good faith and made progress would be given the time reasonably required to put their business practices, so far as expired subscriptions were concerned, into harmony with the new policy. The sample-copy regulation has been accepted with practical unanimity, and the expired subscription regulation has been before the country for more than ten months. There is every indication that it is growing in popularity, both with publishers and the people, day by day. Both regulations have been endorsed by a number of publishers' associations of national scope, including the American Newspaper Publishers' Association, the Periodical Publishers' Association of America, the Federation of Trade Press Associations, and numerous State organizations.

In addition, thousands of letters and newspaper clippings, expressing approval, have been received from individual publishers. These conditions are remarkable, considering that those who disagree are usually quick to protest, while those who commend do so by silence.

A number of business organizations of wide influence have likewise endorsed the Department's policy, notably the National Association of Manufacturers and the American Association of Advertisers.

WHAT IS A BONA FIDE OR LEGITIMATE SUBSCRIBER?

Prior to January 1, 1875, postage on newspapers was payable at the office of mailing or at the office of delivery, at the option of the subscriber. The Act of June 23, 1874, which went into effect the following January, provided for weighing in bulk and payment of postage by the publisher at the rates fixed by previous legislation but on the pound basis.

The change in the method of payment of newspaper postage in 1875, and the reduction of the rate to two cents per pound in 1879, was the beginning of the era of expansion in newspaper circulation. The further reduction of the rate of postage to one cent per pound, in 1885, gave an impetus to the business such as it never had before.

Under the statutes prior to 1875 publishers could send their papers postage unpaid only to bona fide subscribers, and were required to take the publisher's oath as to the legitimacy of the subscriptions claimed. One evidence of the bona fide character of a subscription was the desire for the publication as expressed by the payment of the postage thereon by the subscriber.

It is interesting to note what in law constituted a bona fide and regular subscriber prior to 1879, when the present law was passed. During the political campaign of 1871, an Ohio publisher was asked to send his paper during the campaign to 300 persons residing in the county, payment therefor to be made by the parties furnishing the list. No communication was had with the parties as to whether they would stand as subscribers or receive the paper. A number of persons to whom the papers were sent refused to receive them, and never accepted them, denying that they had subscribed for them or that they ever authorized any one to subscribe for them. The question was, whether the parties to whom these papers were thus sent, and especially those who refused to receive them, could be regarded as regular and bona fide subscribers.

The publisher was tried by jury on the charge of violating the postal law and found guilty. Judge Sherman, in overruling a motion for arrest of judgment, gave a construction to the terms "bona fide and regular subscribers" as follows:

"It is quite plain that no one can be a subscriber unless he has subscribed himself or by some authorized agent or has subsequently *in some sufficient way* ratified the subscription which may have been volunteered for him. It follows that the sending of newspapers without prepayment of postage to persons who have not subscribed themselves, nor by authorized agent, or *not subsequently ratified it,* is not sending to subscribers and is a violation of the law."

The present law says that a newspaper or periodical to be entitled to the second-class or pound rate of postage shall have a "legitimate list of subscribers." Its subscribers must be "legitimate" rather than "regular" as under the old law.

What then is a "legitimate" subscriber in the light of a law which excludes from the second-class publications for free circulation or circulation at a nominal rate, and in the light of what constituted a "regular" subscriber under the old law? The paper must have a "legitimate list of subscribers" and must not be for free circulation or circulation at a nominal rate. Is "a legitimate subscriber" one who wants the paper and pays for it, or is he somebody upon whom the paper is thrust, and who may possibly pay for it some day if he is in the humor? Most publishers say a legitimate subscriber under the law is "one who wants the paper and shows that he wants it by paying for it." This definition is strictly in line with the old decisions quoted. There can be no doubt about the legitimate character of such a subscription and there is room for doubt with respect to any other sort.

SUBSCRIPTIONS NOT REQUIRED TO BE PAID IN ADVANCE.

It should be kept in mind that the new regulations do not say that subscriptions shall be paid in advance, or that credit shall not be extended. They say that unless the person whose subscription has expired shall indicate in some unmistakable manner that he wants the paper—has expressly renewed his subscription—it shall be discontinued to his address at the expiration of the period named in the regulation, or that the transient rate of postage granted to the public in sending second-class matter to non-subscribers shall apply. This is fair alike to the Department, the publisher, and the public, and it is in line with the legal precedents.

THE LEGAL PHASE OF THE MATTER.

The whole matter, so far as the carrying of expired subscriptions is concerned, resolves itself into this legal question: If the Postmaster General has no authority to fix the time beyond which an expired subscription will not be recognized as part of a legitimate list of subscribers, it then follows that a publisher may carry subscriptions when once obtained for all time without requiring further payment by the subscriber. A publication whose list of subscribers is made up in whole of persons whose subscriptions have expired and who are continuing to receive the paper without further or definite promise of payment, is clearly one for free circulation and therefore one which, by the express terms of the statute, is not admitted to the second-class of mail matter. The very essence of the law implies restriction.

There are three parties, not two parties, to subscription contracts if the second-class mails are to be employed. It is not a matter between the publisher and his subscriber alone; it is a matter in which the Postoffice Department is concerned. The publisher may contract with the subscriber to receive the paper under certain terms, but, if the second-class mails are to be employed, these terms must be in conformity with the law governing the carrying of such matter in the mails. The publisher, for himself, may contract as he pleases, but he can not bind the Postoffice Department to comply with his terms and carry the papers at the cent-a-pound rate except in conformity with the law governing second-class matter.

A leading manufacturer, in a recent communication to "Printers' Ink" in defending the new postal regulations from the standpoint of the advertiser, illustrated this point with rare skill when he said:

"The plea that the Postoffice Department ruling interferes with the right of the publisher to extend credit—after the fashion of the butcher, the grocer, the tailor or shoe-maker—is all nonsense. The Postoffice Department ruling only refers to carriage in the mails. The publisher who wants to extend credit to non-paying subscribers has only to deliver papers as his fellow business men deliver merchandise, and he can extend all the credit his fancy desires or his business can endure."

PRIMARY DESIGN OF A PUBLICATION.

How is the primary design of a publication to be determined? Legitimate publications as a rule circulate on their merits as purveyors of news, literary or scientific matter. The periodical which does not carry a sufficient amount of interesting reading matter to make itself attractive, falls by the wayside, unless it is circulated free or at a nominal rate. It is, therefore, necessary for a legitimate newspaper or periodical to present interesting news features or attractive literary matter before it can, of itself, secure paid circulation or profitable advertising. The advertising in such cases is necessarily a secondary consideration, although it may ultimately bring a greater measure of revenue. There is, however, another class of publications which circulate at rates hardly more than nominal, if not in fact nominal. The cheapness of the rate, coupled with the premiums to subscribers, and not the attractiveness of the reading matter secures the circulation.

In the one case, high class reading matter is the peg upon which advertising may be hung; in the other case a premium-induced list of so-called subscribers is the peg upon which advertising and "cribbed" reading matter are hung. These points considered, it is not very difficult to determine whether a publication is designed primarily for advertising purposes when the practices of the publisher in securing the circulation are known.

A nominal rate, based on the meaning of the words employed, is a rate or price in name only, and I should say in general terms that a nominal rate is one that is not a material consideration in the publisher's business. When a subscription rate is low, but the publisher insists on getting it and does not send the paper indefinitely after the time has expired, he furnishes reasonably conclusive evidence that his rate though low is not nominal, and that the paper is not for free circulation.

If the rate is low and the publisher does not make particular effort to get the money, but carries names on his list for indefinite periods, or to the limit allowed, and thus further reduces his average subscription rate, he furnishes evidence that his paper is for free circulation, or circulation at a nominal rate, which leads to a further logical conclusion that it is designed primarily for advertising purposes, and therefore not second-class matter.

A PERNICIOUS PRACTICE.

A pernicious practice persisted in by many local publishers is that of continuing to send the paper after the alleged subscriber has refused to take it out of the postoffice, or has moved away. The publisher thinks he may get the pay some day and does not stop the paper. Such publishers disregard all official notices from the postoffice and give no end of trouble and annoyance. Reform is necessary in this, and the new regulation is bringing it about.

If a publisher continues to send papers after being notified of their refusal by the addressee, the papers should not be accepted for transmission at the rate of postage applicable to those addressed to subscribers but should be regarded as transient newspapers and charged for at the rate of 1 cent per 4 ounces or fraction thereof, and steps are being taken to bring about this method of treatment.

The enforced return of undeliverable copies at the third-class rate, at the expense of the offending publisher, is a reform advocated by many wide-awake publishers, and I have recommended the enactment of such a law.

WHO ARE BENEFITED.

Who are benefited by these regulations?
First, the Postoffice Department.
Second, the publisher.
Third, the advertiser.
Fourth, the people.

Speaking for the Postoffice Department, which is not believed to be the chief beneficiary, the regulations have already taken out of the mails millions of pounds of matter which was not entitled under any reasonable consrtruction of the law to be there at the second-class rate of postage. Postmasters and railway postal clerks have experienced great relief. Some people are prophesying that if the present system is rigidly carried out, it will eliminate the postal deficiency. I do not believe this, but I do know it will help.

Speaking for the publisher, the legal conditions surrounding second-class postage were intended to directly favor the legitimate publisher, and at the same time protect him from the illegitimate publications of the sort described.

Regardless of its effect upon particular interests, the Postoffice Department is bound to enforce a reasonable and rational interpretation of the law. Fortunately, however, considered as a whole, legitimate publishing interests are benefited in the elimination of a vast volume of illegitimate stuff which is in competition with legitimate newspapers and periodicals. Besides, many publishers have long wanted to put their business on a better basis, but did not have the courage to require close payments, and under the present conditions they are obliged to do it, or pay increased postage, or not "have a legitimate list of subscribers." Under the old order of things when publishers of the abuser type were putting names on the list regardless of subscription price, it meant that almost every rural home in the country was receiving one, two or even three papers they never subscribed for, to the detriment of the legitimate paper which the law was intended to proetct.

As the legitimate newspaper publishers of the country are put on a better financial footing than ever before, it means better papers, better equipment, and even better wages for employes, for increased prosperity among legitimate publishers is bound to benefit the printing as a whole.

Speaking for the advertiser, I went to Columbus, Ohio, recently to address the Associated Ohio Dailies. A prominent advertiser, whom many of you know, came to me and said that he had been making contracts with one newspaper publisher who in the past years claimed he had 1,500,000 circulation, but who now says that, owing to the new regulations of the Postoffice Department, his list contains only 500,000. "The legitimate advertisers are with you," said this gentleman to me. "The situation means that the legitimate publisher will get some of the money that formerly went to the newspapers of padded circulation."

The Department's policy as to legitimate subscriptions has been urged by the American Association of Advertisers in resolutions pased more than one year ago.

Speaking for the people, the very essence of the regulation concerning expired subscriptions is protection to the public, in that a newspaper or periodical is not permitted to force itself upon a person unless that person indicates in an unmistakable manner—by payment, express renewal, or promise to pay—that he *wants* the paper. The practice which has heretofore prevailed on the part of too many publishers of sending the paper indefinitely, or until the account became sufficiently large to justify placing it in the hands of a collection agency, has created a sentiment among the people in favor of the "stop-when-out" policy. This is demonstrated by the many letters received by the Department from the people expressing appreciation of a ruling which will relieve them from what they call the "never stop" newspapers.

I earnestly advocate the policy I have now outlined to you, because I believe it to be right; because it is rational; because it is the proper interpretation of the law, and, to quote again from Father Herbert, because "the publisher has no right to take advantage of what is intended to educate the people by forcing his paper on unwilling subscribers to make money at the expense of the Government. It is manifest that the one-cent-a pound rate was not intended to scatter papers without charge in order to secure advertising patronage." Such practices are plainly in violation of the law which confers a privilege—not a right—a privilege to be enjoyed and appreciated but not abused.

THE REGULATIONS TO BE ENFORCED.

The value of the new regulations is in their impartial enforcement, and it is the intention of the Department to uniformly enforce them. I do not mean by this that the Department in administering the expired subscription regulation is disposed to take up the case of a single violation and thereupon institute an investigation into the circulation methods of the publisher, but it will take up and give like treatment under like conditions to every case where it is with reason shown that the publisher in his practices is not in good faith meeting the requirements of that regulation. *Abuses must be cured, or a higher rate of postage is inevitable.* As already stated, the Postmaster General and myself have agreed that we will not recommend any increase in the rate of postage on second-class matter until we become convinced that legitimate publishers will not come to the aid of the Department and help eliminate the evils that exist, not only by the force of their example as shown in their hearty co-operation, individually and collectively, but by helping to point out to the Department the flagrant cases of abuse of the regulations which may come to their notice. I have faith in the legitimate publisher; I believe in him; I believe that he will do his part in this movement when he understands it, and that it will be a success. The Department has felt all the time that it should give to every publisher who shows good faith all the time reasonably necessary to bring his business practices into harmony with the new regulations. That has been done, but I say to you as publishers that it is your duty now to get right if you are not right.

During the past ten years the Postoffice Department has undertaken to wipe out the abuses which have grown up. Until recently, its efforts met with honest but misguided objection from legitimate newspaper men, who felt that their rights were being trampled upon. Somehow they always came to the rescue of the fakirs. Now the situation is changed. It is now evident that the legitimate publishers are not going to persist in a course of opposition and folly until they "kill the goose that lays the golden egg."

This is not a question of politics; it is a question of business.

Every legitimate publisher should do his part in eliminating the burdensome abuses and in changing existing conditions. The best way is for the publishers of a particular community or county to agree among themselves that they will comply with the regulations and aid the Department in every respect. That is the fair way to do it. I have faith enough in the normal local publisher to believe that he does not need to be visited by special agents of the Postoffice Department as is the case with the wilful abusers.

The Department wants legitimate newspaper publishers everywhere to get right voluntarily and stay right, and I believe they will do it. The Department may be expected to help you, but it will look to you to do your share in checking and supressing abuses—whether from negligence or intent—and so the desired end will ultimately be reached.

If you believe the Postoffice Department is right in its present position, I trust you will say so in no uncertain terms. If you do not believe it is right, I beg that in candor and fairness you will point out wherein it is wrong.

I thank you for your patient indulgence.

THE RELIGIOUS NEWSPAPER IN OUR NATIONAL LIFE

BY REV. T. N. IVEY, D.D., EDITOR RALEIGH CHRISTIAN ADVOCATE.

IT requires only a few rambles among the columns of secular newspapers and magazines to detect the patronizing spirit in the public mind when the religious press is recognized and discussed. The religious newspaper is supposed to be neither "fish" nor "fowl." Occupying a kind of neutral zone between the so-called sacred and the so-called secular, it is considered as lacking the influence and authority of the former and the practicality and strength of the latter. As an ecclesiastical agent, it is classed with the prayer-meeting and Sunday night service. As a visiting neighbor, far from its peculiar habitat, it is regarded with that benevolent complacency with which a political convention regards the reverend gentleman who opens the meeting with prayer. It receives from its well-to-do secular relatives a treatment which is always respectful, but which is after all a "poor kin" treatment.

It is the purpose of this paper to show that the place assigned to the religious newspaper is altogether undeserved by the latter; that the patronizing spirit is wasted; and that the "poor kin" treatment is the result of an assumption wholly unwarranted. In passing, it may be said that the false appraisal of the religious press by the secular world is due to an ignorance which appears astonishing when the general intelligence of the American public is considered. Whatever, however, may have been the victories of the religious newspaper it has not yet succeeded in demonstrating fully and clearly what it is, what it stands for, and what it is doing.

The most satisfactory discussion of "The Religious Newspaper in our National Life"— a subject which is eminently practical and entitled to the most careful consideration—must take the shape of an answer to these three questions:

(1). How does the religious newspaper rank as a factor in the great work of American journalism?

(2). In what way does the religious newspaper affect American National Life?

(3). What is the outlook of the religious newspaper?

Very little has been said or written in answer to the first question; the second question has been considered only in sundry periodicals of the religious press; the third question has received considered attention by writers of the secular press.

THE RELIGIOUS NEWSPAPER A STRONG FACTOR IN JOURNALISM.

(1). *How does the religious newspaper rank as a factor in American Journalism?*—In determining the status and rank of an individual periodical, a very important element to be considered is the circulation. The same may be said of any class of periodicals. The best credentials of a pie are found in the eating. The power to reach the people and the greatest number of people is the test of a periodical's usefulness and strength.

Let us see what the religious newspaper can claim in the matter of circulation. In 1907 there were published in the Continental United States, according to reputable reports, 796 religious periodicals, embracing the weeklies, monthlies, and quarterlies. The combined circulation of these 796 periodicals was 15,269,067. There were two of these periodicals having each a circulation of 500,000; six, a circulation of 400,000; eight, a circulation of 300,000; seventeen, a cir-

culation of 200,000; thirty-seven, a circulation of 100,00; fifty-five, a circulation of 50,000; one hundred and twenty-seven, a circulation of 20,000. It may be said of those periodicals whose circulation was represented by the highest figures, that they are Sunday School publications.

It is the usual rule, in estimating the total number of readers of a single periodical, to multiply the number of subscribers by five. This would not be a safe rule in estimating the reading constituency of the religious periodicals, since several of them may be taken by a single subscriber. It is a safe rule, however, to multiply by two and one-half. Doing this, we have between 35,000,000 and 40,000,000 people who are touched by our religious periodicals That class of periodicals which reaches nearly one-half of the population of the country is entitled to high respect as a powerful factor in the work of journalism.

Typography, dress, and range, quality and quantity of contents are important elements to be considered. If you wish to find models of typographical excellence, go, as a rule, to the modern religious newspaper. With but few exceptions it is printed on a good grade of book paper, capable of taking the cleanest impressions of type and cut. The increased facilities for making half-tones, and the consequent cheapness of them, have made the unillustrated religious newspaper a rarity. The quality of paper used, the modern type, the clear picture, the convenient form and the pleasing arrangement of matter make many religious periodicals things of beauty. In them, the artistic charm is so pronounced as to cover a multitude of sins in the matter of contents. The eye often forgives what the literary taste condemns.

Yet a glance through the columns of many of our religious newspapers, the number of which is yearly increasing, will reveal the fact that the paid contributor is in evidence. He writes on themes pertaining not only to the church and spiritual matters but on science, philosophy, and literature. It is a mistake to suppose that the modern religious newspaper is the quondam blanket sheet filled only with the news of the patronizing church, reports of meetings, and letters from the preachers. That day has passed and is far behind us. The religious newspaper is now the discerner of God in every department of human activity and the interpreter of human life in language which appeals not only to the spiritual instincts but to the forces of the mind.

It would surprise many to know that many religious papers employ specialists for the various departments. Men and women, who love God and are of acknowledged theological or literary or scientific training, are secured. The departments managed by these trained men can prove the value to the heart and mind. There are very few of the stronger religious weeklies which do not give the reader a good view of all the great fields of human activity throughout the whole world. The so-called secular news is regarded by the wide awake editor as being nothing but the voice of God speaking through human happenings. Hence the religious newspaper gives the news of the week, carefully selected and conveniently condensed. The aim of the true editor is to so present this news as to give the subscriber an accurate picture of the world's experience during the past week.

We have no religious newspaper which is without its defects due to unavoidable limitations. The religious newspaper even at its best, has not reached its Golden Age. Yet there is a large number which reflect such credit on the highest journalism as to be able to banish, from the mind of the most fastidious arbiter of elegance in the journalistic world, all ideas of "poor kin" and the usual treatment thereto accorded. It is a long list One hardly knows where to begin Take, however, the New York Christian Advocate for a representative. We have a periodical of forty pages, printed in clear type on a fine grade of book paper. The cover page is a thing of artistic beauty. The form is of the magazine kind. There is a variety of modern type. The eye rests on illustrations, some of which look like steel engravings. We find weekly not fewer than six pages of editorial matter bearing not only on ecclesiastical and spiritual matters, but on other subjects which are interesting the mind of the world—all throbbing with the virile genius of the editor, Dr. J. M. Buckley. Do we find reports of meetings, letters from preachers, the news of the church? Yes. We find also the latest reports of the great enterprises of the church throughout Christendom. There is also a number of inviting Departments, such as National Literature, Household, Health, and News of the Week. There are contributed articles from men who are experts in their line. There might be presented a large number of religious weeklies which might be classed with the New York Christian Advocate.

There is another element which might be approximately considered when the rank and value of a newspaper are to be estimated. That is the advertising power, always duly considered by the commercial appraiser. If this element be demanded in the religious newspaper, it will not be found wanting. In fact, it is a pet theory of the business management of many a religious newspaper that there is no other class of periodicals which compare in advertising value with that of the religious weekly. This theory is entirely plausible when we remember that the religious weekly is not hastily read at the breakfast table and on our street cars, and is then hastily shoved aside; or is read in lazy moments on trains or in a hammock at some summer resort. On the contrary, it is usually saved for Sundays when the hour is quiet, the brain clear, and the conscience sensitive and discriminating, when the reader can read, ponder, and inwardly digest with the digestion of an ostrich, all the contents from the editorial to the "ad." Surely under these circumstances, the "ad" in the religious newspaper has not lived in vain.

HOW THE RELIGIOUS NEWSPAPER TOUCHES NATIONAL LIFE.

In what ways does the religious newspaper affect American National Life? It is very easy to explain why the religious newspaper is an absolute necessity to the well-being and development of the church, represented as it is by so many different branches The religious newspaper imparts that knowledge upon which is based that loyalty which is necessary to life and progress. The work of the church is such that all its varied operations are dependent upon the denominational organ But the object in this paper is not to discuss the religious paper in religious life. Yet such a dis-

Thos N. Ivey,
Raleigh, N. C.

cussion would involve one of the best answers to the question, "In what ways does the religious newspaper affect our National Life?" The religious newspaper is the representative, the force of religion. There is a principal which has been certified by the history of all nations and has been signally illustrated in the history of the American people. It is that religion is the foundation of all true national life. The story of the repeated attempts to destroy or ignore this foundation is a story of darkness and disaster. The flickering of religion's torch marks the ebb-tide of a nation's power. Max Muller says: "To my mind the great epochs in the world's history are marked not by the founding or destruction of empires, by the migration of races, or by French Revolutions. The real history of man is the history of religion. This is the foundation that underlies all profane history; it is the light, the life, the soul of history; without it, all history would be profane." Guizot strikes at the root of the matter when he says that "all political and social questions refer for their ultimate solution to the religious principle."

Of all people, the American people are under the strongest obligation to remember, revere, and practice this great prin-

ciple. It was the wave of revived religion in the Old World that washed the seeds of liberty and the beginnings of a great national life to these Western shores. The thirteen American colonies were but the materialization of revivalistic forces. The church was the center of colonial life. In all the varied experiences of this Republic, religion has been the foundation of every exploit and victory.

In the light of these truths, it is hardly conceivable that the religious press, carrying to nearly forty million people the principles and inspiration of religion, could fail to powerfully impress our national life.

But a more specific presentation of this truth is in order and it is necessary to consider only how certain things vitally connected with national life and growth are promoted by the religious press. These things are law and liberty, education, literature, and philanthropy. All these enter into national life and condition its strength and perpetuity.

The religious newspaper has ever held to a sound definition of liberty which is a veritable watchword of the Republic. It teaches, in an emphatic way, that liberty in its individual, social and civic forms, has its roots in the heart which has been freed by that divine truth which truly makes free. It teaches also that liberty is obedience to law, not freedom from its authority. Hence, its teachings, in this respect, are a great bulwark against political intolerance and social anarchy. The influence of the religious newspaper has often proved a placebo to soothe those violent inclinations which often rise to swing the citizen from the moorings of law and order. The religious newspaper is, therefore, a silent builder and strengthener of good citizenship which is an important and necessary foundation stone of our national welfare. Good citizenship is nothing but the flowering of that truth which, according to the Great Lawgiver and Teacher, brings the only true freedom. To the promulgation of this truth, religious journalism is primarily and vitally committed.

There is no other part of journalism which has so stimulated and fostered the spirit of education, as has that which is represented by the religious newspapers. Take out of our educational history the part played by the religious newspapers and much of the glory of that history would be gone. Every Christian editor feels that he is under a solemn obligation to spread the doctrine that one of the integral parts of a full true manhood is a cultured mind. The secular newspaper representing the state, teaches that the so-called public school education is necessary as a protcetion to the state. The religious newspaper representing the church, teaches that the completest development of the mind is necessary not only to the individual, the state, and the church, but to the whole broad circle of humanity itself, and that this completest development involves a duty which springs from a divine command. It is reasonable to expect that the true religious newspaper will be the great educating agency of a nation. And it is.

There are 450 higher institutions of learning in the United States. Two hundred and fifty of these institutions are under the control of some branch of the Christian Church. The majority of students in the 450 institutions come from Christian homes. The 250 denominational institutions have been made possible largely through the influence of the denominational paper. Many of these 250 institutions are richly endowed. The religious newspaper in many cases has sounded the bugle blasts of the campaign which resulted in securing the endowment. Thousands of boys and girls are in college today because of the religious newspaper that found its way into their homes. You will always find religious journalism taking a decided stand in advocacy of common school education and lending its voice to that of the State in teaching that the public school is one of the strongest bulwarks of the nation.

The religious newspaper has added no little to the wealth of our literature. Many a poem which is now familiar around a thousand firesides and has touched tenderly the great national heart appeared first; many a story which has become a classic literary gem; many an essay which now charms the intellectual taste; many a work of fiction whose strength is now recognized on both sides of the water—all appeared first in the religious paper. There is an interesting list of literary writers who, having found a hospitable place in the columns of the religious paper, were encouraged to go on to still greater exploits: Robert and Elizabeth Barrett Browning, Alice and Phoebe Cary, Edward Eggleston, Joaquin Miller, Sidney Lanier, Bliss Carman, Gilbert Parker, Harriet Beecher Stowe, Maarten Maarten, Amelia E. Barr, Harriet Prescott Spafford, Margaret E. Sangster, John Boyle O'Reilly, Dinah Mulock Craik, Ralph Waldo Emerson, and many others began their literary careers in the columns of a religious journalism. Hidden in the columns of a church newspaper, are many products of the pen which will never attract attention outside the reading constituency of the paper, but which, nevertheless, are worthy of a place in our best productions and exert their silent influence in the building of a national literature.

There is no doubt that the greatest stimulus received by the philanthropic spirit of our nation comes from the religious presss.

Almost every orphanage, a large majority of the hospitals in this country and across the sea, and numerous other humanitarian institutions have been possible largely through the influence of the religious paper. When a great famine blights a section, or a fire or an earthquake renders thousands homeless, the voice of the religious editor is among the first to sound an appeal for aid. The work of the *Christian Herald* of New York City is an impressive illustration of the force of the religious press as a laborer in the harvest fields of human suffering. In fifteen years, this journal with the aid of a large number of readers, numbering over a million, has expended in various charities and benevolences, a grand total of over $3,750,000. For ten years it has maintained the Bowery Mission. Nearly every summer it feeds over an average of 30,000 waifs. In 1904 it sent $30,000 to the Macedonian sufferers; in 1906, $250,000 to famine-stricken Provinces of Japan; in 1907, $500,000 to the famine sufferers in China. In the spring of 1908, the *Herald* increased the famous bread line of the Bowery Mission to 2,000 nightly.

The mention of this specific case is valuable, chiefly, as showing the spirit of the religious press, and as suggestive of the fact that, all throughout this great country, the religious newspaper is keeping the great national heart responsive to the cries of the suffering.

THE RELIGIOUS NEWSPAPER HOLDING ITS OWN.

What is the outlook of the religious newspaper? Occasionally, we see, in the secular dailies and magazines, articles in which it is claimed that the religious newspaper is not holding its own. Prophecies of dissolution or absorption into the secular journals are numerous and confident. In almost every case, however, the question is argued by one who reasons from a "particular to a general." In one city or in a number of cities, there are evidences of a decline and there is at once a jump to the conclusion that what is true of the part is true of the whole, and that the decline is general. There can be no doubt that this is a most fallacious mode of reasoning.

A study of the religious newspapers throughout the whole country proves conclusively that in this year of grace, 1908, the outlook is decidedly brighter than ever before.

The process of consolidation that is now going on is in itself a sign of progress. In 1900 there were 803 religious newspapers; in 1907 there were only 796. The weaker papers are either being eliminated or strengthened by consolidation. This means that the quality is being improved while the circulation is greater.

There is a constant improvement in dress and equipment. The old blanket form has come to be a relic of the past. A great majority of religious journals use the magazine form which is more modern and convenient.

When we consider the constant improvement in typography and matter, the widening range of matter treated and the fact that every year the number of paid contributors is increasing, we cannot but be impressed with the fact that the religious newspaper is advancing in the path of growth and prosperity.

We cannot argue that the religious paper is declining, when we acknowledge its constantly growing circulation. Let us see. In 1900, the aggregate circulation of the 803 religious periodicals was 11,717,887; in 1907, 15,269,067—a gain since 1900 of 3,551,180, or an increase of over 30 per cent, which is greater than the rate of increase in population for the same length of time. Take the State of North Carolina. In 1900, the aggregate circulation of the religious newspapers was 48,810; in 1907, 69,741—an increase of over 40 per cent, which is vastly larger than the rate of increase in population for the same length of time. In 1898, the Methodist Episcopal Church, South, in North Carolina had one newspaper with a circulation of 6,500. Now it has two papers with a circulation of over 16,000—a gain of 250 per cent. No class of secular papers in the state can report such a gain. The states covered by the Methodist Episcopal Church, South, are not very strong in religious journalism, yet in the last two

years the aggregate circulation has increased over 13 per cent—going from 132,746 to 150,800.

The religious population of the United States offers an inviting field for religious journalism. It is estimated that there are about 35,000,000 church communicants. The religious reading constituency is much larger. Besides, the field of religious journalism takes in more than the church member and the members of the church member's family.

There will always be a demand for the religious newspaper. It exercises functions which cannot be assumed by the secular periodical. The latter can treat religion and its affairs only professionally. The latter's treatment is natural and necessary. The difference is vast and evident. The demands of the church and the individual soul calling for a spiritual interpretation of human experience, can never be met by any other periodical than the religious newspaper. The secular journal makes as great a failure in exercising the functions of a religious paper, as does a religious paper that attempts to satisfy the demands of politics and commercialism. The best any secular newspaper can do is to have a fully equipped expertly-managed religious department. This is good as far as it goes, but what the soul needs is a newspaper whose every department breathes a spiritual aroma and presents things in that perspective which shows the great back-ground of God.

The mission of the religious newspaper is to aid in obliterating that line which was drawn by Gnosticism long years ago and is made to separate the so-called sacred from the so-called secular. There is nothing secular if we can find God there. All is sacred. The divine ear is attentive to the roar of a great city, as well as to the cry of the longing soul. The divine eye sees beauty in the crimson fringe of sunset clouds as well as in the humility of a reverent breast. God smiles upon the plow boy whistling out his dearest joy on the hillside or in the valley, as well as on the evangel in the pulpit. All is sacred. Spiritual interpretation of all that interests God and man is the demand of humanity. The demand is growing more and more insistent amid the spectacular changes of this mighty new century. This demand, only the religious newspaper can satisfy. The fact that it *can* satisfy is the justification of the prophecy that it *will satisfy*, and in this lies the ever-widening mission of the religious newspaper.

REPORT OF POSTAL LAW COMMITTEE.

BY B. B. HERBERT, NATIONAL PRINTER-JOURNALIST
CHAIRMAN OF COMMITTEE

To the Officers and Members of the National Editorial Association, in Convention, at St. Paul, Minn., August 17th to 22nd, 1908:—

IN presenting this annual report, your committee desires, first, to congratulate the members of this Association and all periodical publishers of the United States, on the better understanding that has been reached and established between publishers of newspapers and periodicals and the United States Postad Department. The stand that has been taken, as stated in the able address of the Third Assistant Postmaster-General, before this Twenty-third Annual Convention of this Association, in favor of the maintaining of the one-cent a pound rate for all legitimate publications that comply with the present reasonable construction of the postal laws and regulations, is gratifying in that it removes the uncertainty that has existed as well as an implied threat as to disastrous new rates for postage that must prove injurious to, if not, in many instances, destructive of, established businesses, that have been built up under the long-existing liberal and wise policy of the Government for fostering the best means of distributing information among all the people and aiding all measures for enlightenment, education and improvement.

It is pleasing and proper to note, that the reasons given, by the present postal officials, for the maintaining of the existing rate, are substantially those presented by your Committee before the United States Postal Commission, in New York City on October 8, 1906, and on subsequent occasions.

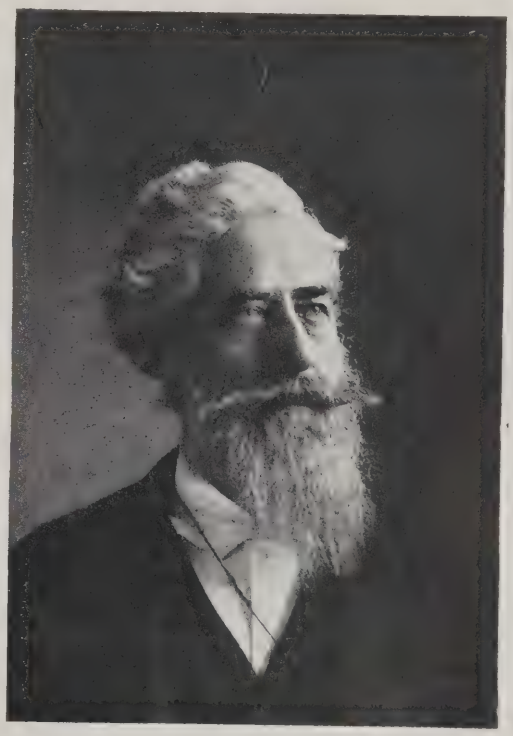
Not alone has the contention been recognized and allowed, that the one-cent a pound rate is just, in view of the conditions under which circulations have been built up and of the various reasons given, including the services rendered by the press to departments of the Government that exist by and for the people, and the aid to the people, direct, through the disseminating of knowledge necessary to the exercise of the duties of sovereignity as citizens.

It has been admitted, that publishers cannot rightfully be, and are not to be, denied the privilege of extending credit to their subscribers, on the same principle that other business men give credit to their customers. It is only required that the transaction between the publisher and subscriber be legitimate and honest.

The limiting the time for sending publications without payment of subscription or order of renewal, has worked vastly to the benefit of publishers in aiding them in getting subscription accounts or business nearly on a cash basis. It is certainly business-like and reasonable that, if one does not pay a subscription at a reasonable time after expiration of the term for which paid, at least, a new order should be required as an evidence of good faith and of a mutual understanding as to the services to be rendered on the one side and to be paid for on the other.

Saying nothing as to the business policy, all must admit that a publisher has no right to use the Government Postal Service, or any other agency, to force a publication on a non-subscriber, merely to increase his advertising patronage or the rates charged.

To fortify the reasonable stand taken by the present Third Assistant Postmaster-General and to meet any tendency that



B. B. HERBERT
CHICAGO, ILLINOIS

may develop in the Postal Department in the future, to revert to exploded claims and demands, or to injurious and threatening rules and practices, the following historic facts are given with regard to postal legislation, the reason therefor and the early practices thereunder:

HISTORY OF POSTAL LEGISLATION.

The Act of February 20, 1792 (1 Stat. L., 232), was the first after the adoption of the Constitution fixing the rates on mail matter and under that act it was provided:

"That all newspapers conveyed in the mail shall be * * * charged with the payment of one cent for any distance not more than 100 miles and one and one-half cents for any greater distance."

There was nothing in the statute which prescribed the manner in which the postage on newspapers should be paid. It was the custom, however, in Great Britain and the American Colonies to pay such postage *at the office of delivery*, and this custom, no doubt, governed the manner of payment as effectively as if it had been set forth in the statute.

By the Act of May 8, 1794 (1 Stat. L., 354), it was provided that the rate for single newspapers sent from one place

to another in the same state should be one cent each and two cents for any greater distance.

By the Act of December 23, 1814 (3 Stat. L., 159), the rates of postage were increased 50 per cent from February 1, 1815. This, no doubt, was due to the War of 1812.

By the Act of February 1, 1816 (3 Stat. L., 252), so much of the Act of December 23, 1814, as increased the rates of postage 50 per cent was repealed from March 31, 1816.

By the Act of March 3, 1825 (4 Stat. L., 102), the rate of postage on newspapers conveyed by mail was fixed at one cent for any distance not more than 100 miles; 1½ cents for any greater distance; single newspapers from one place to another in the same state, one cent.

The Act of March 2, 1827 (4 Stat. L., 238), provided:

Newspapers of not more than 19,000 square inches in size, transmitted through the mails by the editors or publishers thereof to subscribers or other persons, within thirty miles of the city, town or place in which the paper is printed, free of postage. Newspapers of less size, conveyed beyond 30 miles from the place at which they are printed shall be subject to the rates of postage fixed for newspapers by the Act of March 3, 1825. Newspapers of greater size than 19,000 square inches, and printed or lithographed circulars, handbills, or advertisements printed or lithographed on quarto-post or single-cap paper, or paper not larger than single-cap paper, two cents for each sheet, without regard to distance. Pamphlets, magazines, periodicals, and all other printed or other matter (except newspapers), unconnected with any writing, 2½ cents for each copy not exceeding one ounce in weight, and one cent additional for each additional ounce or fractional excess of not less than one-half ounce without regard to distance.

The Act of March 3, 1847 (9 Stat. L., 188), further defined previous laws, and prescribed that:

All newspapers conveyed in the mail shall be subject to postage, except those sent by way of exchange between the publishers of newspapers, and except those franked by persons enjoying the franking privilege; and newspapers not sent from the office of publication, and all handbills or circulars, printed or lithographed, not exceeding one sheet, shall be subject to three cents postage each.

The Act of March 3, 1851 (9 Stat. L., 587), prescribed that:

Newspapers not exceeding three ounces in weight, sent from the office of publication to bona fide subscribers, shall be charged with postage as follows:

Weekly newspapers, free within the county where published; and for not exceeding 50 miles out of the county where published, 5 cents per quarter; exceeding 50 miles, and not exceeding 300 miles, 10 cents per quarter; exceeding 300 miles, and not exceeding 1,000 miles, 15 cents per quarter; exceeding 1,000 miles and not exceeding 2,000 miles, 20 cents per quarter; exceeding 2,000 miles, and not exceeding 4,000 miles, 25 cents per quarter; exceeding 4,000 miles, 30 cents per quarter.

Newspapers published monthly, sent to bona fide subscribers, one-quarter of said rates; published semi-monthly, one-half of said rates; published tri-weekly, treble said rates; and oftener than tri-weekly, five times said rates. On other papers and circulars, hand-bills, engravings, pamphlets, periodicals, magazines, books and all other printed matter, unconnected with written matter, of not more than one ounce in weight conveyed not exceeding 500 miles, one cent; and for each additional ounce or fraction thereof, one cent; exceeding 500 miles, and not exceeding 1,500 miles, double said rates; exceeding 1,500 miles, and not exceeding 2,500 miles, treble said rates; exceeding 2,500 miles, and not exceeding 3,500 miles, four times said rates; exceeding 3,500 miles, five times said rates.

Subscribers to all periodicals shall be required to pay one-quarter's postage in advance, and in all such cases postage shall be one-half of the foregoing rates.

When printed matter on which postage is required to be prepaid shall be sent without prepayment, the same shall be charged with double the prepaid rate.

Newspapers not containing more than 300 square inches may be transmitted to bona fide subscribers at one-fourth the rates fixed by this act.

The Act of August 30, 1852 (10 Stat. L., 38), provided that:

From and after September 30, 1852, postage on all printed matter passing through the mail, instead of the rates now charged shall be charged as follows:

Each newspaper, periodical, unsealed circular, or other article of printed matter not exceeding three ounces in weight, to any part of the United States, one cent; and for every additional ounce or fraction thereof, one cent additional.

When the postage upon any newspaper or periodical is paid quarterly or yearly in advance, at the office of delivery or at the office of mailing, one-half of said rates only shall be charged.

Newspapers and periodicals not weighing over 1½ ounces, when circulated in the State where published, one-half of the rates before mentioned.

Small newspaper and periodicals, published monthly or oftener, and pamphlets of not more than 16 octavo pages, sent in single packages weighing 18 ounces, to one address, and prepaid, by postage stamps affixed, shall be charged only one-half for each ounce or fraction thereof.

Postage on all transient matter shall be prepaid or shall be charged double, the rates first above mentioned.

The Act of February 27, 1861 (12 Stat. L., 151), was as follows:

The postage on each newspaper, periodical, unsealed circular, or other article of printed matter, not exceeding 3 ounces in weight, conveyed over the overland route between any State or Territory east of the Rocky Mountains to any State or Territory on the Pacific, shall be one cent; and every additional ounce or fraction thereof, one cent additional.

The Act of March 3, 1863 (12 Stat. L., 701), prescribed that:

Postage on matter of the second-class issued once a week or more frequently from a known office of publication and sent to regular subscribers, shall be as follows:

For newspapers and other periodical publications not exceeding four ounces in weight and passing through the mails or postoffices of the United States, the rate for one-quarter shall be, for publications issued once a week, 5 cents; twice a week, 10 cents; three times a week, 15 cents; six times a week, 30 cents; seven times a week, 35 cents; and in that proportion, adding one rate for each issue more frequent than once a week. For weight exceeding four ounces and not exceeding eight ounces, an additional rate, and an additional rate for each additional four ounces or fraction thereof; postage to be prepaid for not less than one-quarter nor more than one year, at either the office of mailing or delivery, at the option of the subscriber.

Postage on mailable matter of the second-class issued less frequently than once a week from a known office of publication and sent to subscribers shall be as follows:

Upon newspapers, magazines and other periodical publications not exceeding four ounces, passing through the mails or postoffices of the United States, the rate for each such paper or periodical shall be one cent, and an additional rate of one cent for each additional four ounces or fraction thereof: Provided, That the Postmaster-General may provide for the transportation of small newspapers in packages at the same rate by weight when sent to one address; postage must be prepaid at office of mailing or delivery, at option of subscriber, for not less than one quarter nor more than one year.

The Act of July 27, 1868 (15 Stat. L., 194), provided that:

Weekly newspapers sent to subscribers in the county where printed and published to be delivered free of postage, when deposited in the office nearest the office of publication; but they shall not be distributed by letter carriers unless postage is prepaid thereon at the rate of 5 cents per quarter for not less than one quarter nor more than one year, at the office of mailing or of delivery, at the option of the subscriber.

The Act of June 8, 1872 (17 Stat. L., 283), provided that:

The rate of postage on newspapers (excepting weeklies), periodicals not exceeding two ounces in weight, and circulars, when the same are deposited in a letter-carrier office for delivery by the office or its carriers,, shall be uniform at one cent each; but periodicals weighing more than two ounces shall be subject to postage of two cents each; these rates to be prepaid by stamps.

Quarterly postage on newspapers and other periodical publications not exceeding four ounces in weight, sent to subscribers, shall be at the following rates:

On publications issued less frequently than once a week, one cent for each issue; issued once a week, 5 cents; and 5 cents additional for each issue more frequent than once a week; and an additional rate shall be charged for each additional four ounces or fraction thereof.

Small newspapers issued less frequently than once a week, in packages to one address, sent to subscribers, one cent for each four ounces or fraction thereof.

The Act of June 23, 1874 (18 Stat. L., 231), provided that:

On and after January 1, 1875, on all newspapers and periodical publications mailed from a known office of publication or news agency and addressed to regular subscribers or news agents, postage shall be charged at the following rates:

On newspapers and periodical publications issued weekly and more fequently than once a week, 2 cents a pound or fraction thereof, and on those issued less frequently than once a week, 3 cents a pound or fraction thereof: Provided, That nothing in this act shall be held to change sections 99 of the Act of June 8, 1872, which fixes the rates of postage on newspapers (excepting weeklies), periodicals and circulars.

By the Act of June 23, 1874, (18 Stat. L., part 3, page 233), the manner of payment was changed. That act provided as follows:

"That on and after the first day of January, 1875, upon the receipt of such newspapers and periodical publications at the office of mailing they shall be weighed in bulk and postage paid thereon by a special adhesive stamp to be devised and furnished by the Postmaster-General, which shall be affixed to such matter or to the sack containing the same, or upon a memorandum of such mailing, or otherwise, as the Postmaster-General may from time to time provide by regulation."

It will be observed that under the statutes passed prior to 1874 the postage on newspapers could be paid at either the office of mailing or delivery, at the option of the subscriber.

The Act of March 3, 1879, (20 Stat. L., 355), repealed all former laws pertaining to the second-class of mail matter and the postage thereon and created fou rclasses of mail matter, and is practically the law in effect at the present time.

In all this, it is seen that from the first, by direct enactment or by practice, postage on publications was considered and treated as a charge against the subscriber who ordered a paper, and not a charge against the publisher. It follows that all favorable rates made were for the benefit of legitimate subscribers, upon whom the obligations of paying postage rested. It is proper to remark, that the old method, of collecting from subscribers, at the place of delivery, was attended with much expense and no little loss, and that the requirement of payment of postage in advance was a great economy in labor and an equally great saving from loss on the part of the Government, and these considerations influenced the new legislation as to prepayment and lower rates to a degree only second to that of the encouraging the taking of papers by, and the resulting diffusion of knowledge among the people.

One of the most forcible and logical conclusions from the early history of postal laws, regulations, rules and usages, is that what is termed the second-class rate can only be used for legitimate, bona fide subscribers, thereby fully sustaining the present rulings of the Postal Department, and that, too, much more logically and convincingly, than the former, illogical, untenable, unjust and irritating claim that the second-class rate is a privilege or subsidy to the press, granted to and for the benefit of publishers. Had the publishers, when the new rates came into effect, still collected postage of subscribers, as was the almost universal custom up to as late as 1868, it would never have been contended that a publisher could use the mails to send a paper to any one who had not subscribed and paid his postage. The postage being recognized as a charge against the subscriber, he alone had the right to the reduced postal service and not the publisher. Publishers under the new law and the reduced rates voluntarily assumed the entire charge, thus aiding the Government in its wise measure for securing a wider diffsuion of knowledge through increasing the advantage to the subscribers by assuming the whole burden. Later the press was rewarded for this wise liberality, by indiscreet and ignorant postal officials, with the false and hateful charge of being the recipients of a special privilege and subsidy from the Government—they assuming and apparently thinking that the paid servants of the people at Washington constituted the Government instead of the people.

The permitting of the sending out of sample copies at the one-cent-a-pound rate,while founded on the same idea of public policy for the encouraging and aiding in the diffusion of knowledge among the people, involves a different principle than that applying to bona fide subscribers. It is a grant to aid publishers in securing subscribers and rests, like all grants, entirely within the power of Congress as representatives of the sovereignty of the people. No executive, administrative or ministerial officer has any right or power to restrict, limit, modify or take away this grant. The exercise of any such power by an executive, administrative or other official, be he President of the United States or Postmaster-General, or any of his subordinates, would be in violation of all principles of free, representative government, by the people, and would open the door to corruption and oppression; would enable public officials, privately, to sell grants to some and to deny the same to others. Such a practice would be vastly more dangerous in principle than that of the granting of preferred rates by railroads, or others to their preferred patrons. This is not saying that there should not be a limit to the grant for sending out sample copies, but that such limit can only be fixed by act of Congress.

There has been a growing tendency in this country, among public officials, to imagine or at least to act as though they thought they and not the people were the Government. There can be nothing more dangerous to free institutions than the making and enforcing of rules and regulations by departments or public officials that amount, in effect, to laws, by which the property and rights of individuals may be taken away or put in jeopardy without due process in courts under the laws that have been duly enacted or that exist under principles well established by the courts or by recognized customs that "the memory of man runneth not to the contrary," or the common law.

There has been much discussion as to the cost of the mail service. Third Assistant Postmaster-General Lawshe has given many interesting statistics, in this regard in his able address before this association. No one will question but that the Postal Department, established, and paid for, by the people, should be administered on the same business principles as are used by business men in the economic management of their own affairs. There should be the same economy and rules as to employment and regulations as to transportation as prevail among the people in like branches of business. Postal officers and employes should be paid like salaries and wages as exist in similar callings, where no initiative is required and no risks taken, and where men are only expected to perform administrative, clerical or other duties that are simple, routine or prescribed. Every employe should be expected, as in all other employments, to perform his duties, industriously, efficiently and honestly and to give full value in services for the compensation that he is paid. The pay should be liberal and just, as measured by existing standards in other like employments. Government positions should not be held up to a scale of wages or standard of privileges or honors, that would tend to tempt employes away from productive employments where their services would be of greater advantage. No postoffice or other public positions should be awarded for financial, personal, newspaper or other private, partizan, or political services. Such reward or payment for such services in public offices is simply graft or bribery at the expense of the people—the taking of that which belongs to the people to pay personal or political debts. Such a practice has resulted in giving places to incompetents and to the fixing of higher salaries than would be justified by the services expected to be rendered in positions held. Never, from the lowest to the highest, should positions of public service be subject to constant change, for other causes than the good and efficiency of the service. The constant changes of the heads of the postal departments have caused constant irritations, misunderstandings and uncertainties during the past ten or twelve years, and there is every reason to believe, have added to the cost of the service. There can neither be economy, nor the highest attainable efficiency, nor harmony in operation, with constant changes of Postmasters and Department heads for personal, partizan or political reasons, nor where payments for services are uneven, inequitable or out of proportion to the services rendered.

As has been stated before, that which one does not earn—he steals or receives as a bounty. Any bounty unworthily received or bestowed is more injurious to society than is thefet. No party, because in power, has a right to award its serviceable workers with positions or bounties or over-payments. While the Postoffice Department stands higher in service and efficiency than any other deparmtent of the Government, it must be admitted that there is cause for criticism along the lines mentioned. Some employes, at least, are paid too much, more than they could secure in any other like line of business. It would be much more satisfactory to be informed as to the reasonable, necessary cost of efficiently carrying on the postal busienss

for the people on sound principles by reasonably economic methods than to be informed as to what it has been made to cost.

Transportation companies should be paid the same rates for transporting the mails for the Government as for like services rendered to any private individaul, firm, company or corporation and no more.

In view of these general principles which no one will dispute, the following statistics are worthy of consideration and study:

There was expended for the transportation by railroads, excluding electric lines, during the fiscal year ended June 30, 1907, $43,896,928.32, and for railway postoffice cars, in which to assort the mails en route, $5,761,032.48, making a total of $49,657,960.80. The Government handled, loaded and unloaded the mails at its own expense, with its own employes.

According to Third Assistant Postmaster-General Lawshe's statment, the average haul of all mail matter is 620 miles and the approximate amount paid to railroads for transportations 2¼ cents a pound, with no expense of handling, or loading or unloading. This gives the railroads $45 a ton, on an assured business by the year, for a 620 mile haul.

The contracts are made with railroads by the year, and weighings are made at different times, instead of actually weighing of the freight handled. This method opens the way to possible frauds, as with a little friendly understanding and concert in loading up the mails at the times that the weighing is to be done, the Government can be made to pay millions of dollars in the aggregate above what would be the case if all mail matter was weighed as sent.

The press has no quarrel with the railroads. These two agencies are the most powerful means for the country's development, but neither the press nor railways should sail under false colors, and it may be proper to remark here that "Hon. Victor Murdock, a Congressman from Kansas, brought to the attention of Congress the fact that American railroads were getting five million dollars a year from the Government by a false system of railway-weighings, and the remedy having been refused by Congress, after a gallant fight, in which Mr. Murdock stood alone, the President, after waiting in vain for Congress to act on Mr. Murdock's proposition, abolished the rule, under which the steal was made, the day that Congress adjourned." We have quoted in substance, as to Mr. Murdock's claims and the action of the President, from an article by our editor friend, William Allen White of Emporia, Kansas, in the *American Magazine*. It is worthy of note, that recently, a leading railroad official, in a circular, sent out to the press, containing pleas in justification of a demand for higher freight rates, claims, that the Government has cut off, in round figures, $10,000,000 from the revenue of the railroads of the country derived from carrying the mails.

It is the purpose and province of your Committee, only to call attention to these matters, in order to put the press on its guard, in case any future occasion arises for the defense of its rights. The laws, and the reports of the different departments are open for inspection and will furnish interesting and profitable matters for study and investigation. Editors and publishers should be sufficiently informed as to be prepared, intelligently, to enforce their rights and those of the people, and also to recognize and effectively aid all who are seeking honestly for a square deal for the people, who certainy should ever be represented and their rights maintained, by a free and independent press that depends upon the people for support.

It has been argued, on the part of your Committee, that, as the Secretary of the U. S. Treasury has recently said with regard to the apparent deficit in the Treasury, the postal deficit is only apparent and not real and has been made to appear as a deficit by antiquated methods of bookkeeping. The Third Assistant Postmaster-General, in his able address before this Association, placed the per cent of weight, to the total weight of mails carried, of Congressional franked matter at only .37 per cent and of Department penalty matter at 3.51 per cent, making a total of 3.88 per cent for all unpaid Government matter. Secretary Cortelyou in his report of 1905, fixed the per cent of this free matter at 12.58 per cent and stated that under recent acts of Congress, it was on the increase. We presume that it is fair to say that one-third of this matter is what could be denominated as first-class matter and naturally, as is the case with all preferred articles in handling and transportation, should be chargeable with the highest rate of postage. Whichever figures are right, and we judge that the highest is none too high for this year of heated politics, it is fair to presume, that if the amount of this postage were properly charged up as an expense of the Government, the expected, apparent, $13,000,000 deficiency would be wiped out. If Secretary Cortelyou's estimate is right, a profit of between $10,000,000 and $12,000,000 would be shown.

NO DEMAND FOR REDUCTIONS ON FIRST-CLASS POSTAGE.

It has been recognized, that the preciousness or value of articles as well as care and promptness in handling and the delivery, must be taken into account in fixing transportation charges. A greater rate per pound is charged for transporting diamonds than for carrying lumber. It may not be fair to class all sealed letters or first-class matter as diamonds and all newspapers as lumber, but it is very certain that letters often involve matters of life and death, of lasting friendships, of love and marriage; matters of important business negotiations and of great monetary importance, while newspapers and periodicals are so general and common in their character and so cheap in price, as to involve no great inconvenience by their delay or loss in the mails.

We think that the Postoffice Department is in error as to there being any general demand for a decrease in first-class postage. Many circulars that could be sent for one cent cost, are mailed under seal with a two-cent stamp in order to impress their importance and to secure their being examined and read by parties to whom addressed. The Manufacturers Association of New Enganld, within a year, passed a resolution by unanimous vote against the reduction of the first-class rate. The value of the attention secured by matter forwarded as first-class is worth all the additional cost. We have heard no demand of publishers, who, in proportion to the extent and value of their business, pay more first-class postage, by reason of the thousands of transactions involving subscriptions or advertising, than do men in any other businesses or callings. We have heard no demand for a lower first-class rate except by men who have been endeavoring to turn an honest penny or otherwise, by canvassing business men to raise money to carry on such a campaign and we have good reason to believe that nearly all of the amounts so raised go into the pockets of the canvassers and promoters and remain there, though it is probable they have circularized and importuned postoffice officials, as to their money yielding reform, to keep up appearances and to make a showing to their contributors. It is a fact that under the claim of an effort to save men money, they will contribute to an undertaking without consideration, induced to make contributions rather by reason of the persistency, pleadings and plausibility of solicitors than by any interest they may feel or any real business reason. A few large banks, dealing largely with collections, the bulk of whose correspondence is of a character to command attention whether or no, may desire a cent postage, but there is no such general demand among business or professional men, manufacturers or publishers, especially not at the expenses of the newspapers and periodicals.

As appears by the last available report at hand. there are 1,169 employes in the general postal departments at Washington, not including the auditing department, which is under the Sixth Auditor of the Treasury. The cost of maintaining these departments is as follows:

Office of the	First	Assistant	Postmaster-General,	$174,230
" " "	Second	"	" "	257,590
" " "	Third	"	" "	334,520
" " "	Fourth	"	" "	462,670

The First Assistant Postmaster-General receives a salary of $5,000 per annum and the Second, Third and Fourth Assistant Postmaster-General receive $4,500 each.

This makes, in the aggregate, a cost of $1,229,810 annually for the supervision of the mail service from Washington. There are, in round numbers, 280,000 in the postal service at large in the whole country, and some 10,000 postmasters in places from which second-class matter originates. The most of these have their assistants and clerks, who do or could do most of the practical work of handling the mails under the present system of gathering and delivering the mails by carriers. One expert man could easily—on somewhat of the same system as bank examiners—effectively have direct supervision of two hundred and fifty offices, so that forty good men could do all the necessary supervising for these 10,000 postoffices and permit the 9,960 editors, publishers and others to devote their whole time to building up in their own serviceable employments and adding to the general intelligence, prosperity and wealth much to their own and the country's good.

Your Committee wishes to extend thanks to Third Assistant Postmaster-General A. L. Lawshe, and to Honorable Wm. A. Ashbrook of Ohio, for valuable statistics kindly furnished on request.

On behalf of the Committee,

B. B. Herbert, *Chairman.*

ADVERTISING RATES AND THE NEWSPAPER'S RELATION TO THE ADVERTISING AGENT.

ADDRESS BY JOHN LEE MAHIN, DELIVERED BEFORE NATIONAL EDITORIAL ASSOCIATION, AT ST. PAUL, MINN., AUGUST 20, 1908.

GENTLEMEN:—Had it not been for the late Grover Cleveland I do not think I would have been an advertising agent.

My father was one of the officehodelrs in Iowa that he dismissed for "offensive partisanship."

This act forced my father and me to look to our newspaper and job printing establishment as a means of livelihood rather than as a stepping-stone to political preferment and also the dismissing of plans to give me an education fitting me to become a lawyer.

We found to our surprise that the most satisfactory way to run a newspaper was to make the buying and selling of news primary and the entering the political arena secondary.

We found that our surest income lay in subscriptions and next in order was the development of our local advertising.

The foreign business was not worth the time and bother we put on it.

This was in a city of 10,000.

I cannot see how the position of the publisher in the cities of less than 15,000 population has materially changed since that time.

The only foreign advertising that is profitable to the advertiser and likewise worth cultivating by the publisher is for articles that can be used in every home in which the local paper circulates.

The magazine will always hold its supremacy as an advertising medium for articles of luxury or those in which style is a factor.

Neither the magazine nor the billboard is a serious competitor to the local newspaper.

Both of them, on the contrary, develop business for the newspaper.

One of the greatest forces working to the betterment of local newspaper advertising is the general advertiser who uses magazine space to make an article generally popular, and then furnishes the local dealer to whom he has given the exclusive sale of his product with cuts, posters and frequently complete advertisements in plate form for insertion in his local papers.

The continual education and suggestion on the part of the magazine advertiser to his dealers to use his local newspapers in order to cash in on the magazine advertising is a powerful factor in developing the advertising idea in the minds of local merchants.

The man who uses the cheapest of all mediums—the billboard—to introduce his goods by mere publicity is sooner or later forced by competition to use newspaper space to develop his arguments and tell interesting selling stories which cannot be displayed on a poster.

The real competitors of the local newspaper are schemes—calendars, novelties, house-to-house canvassing, sampling, store demonstrations, and circulars or cards sent through the mails.

Let me illustrate by a few instances which are familiar to all of you:

A newspaper circulation of 1,000 copies undoubtedly reaches 1,000 families. A good stiff price for space per thousand circulation would be seven cents an inch. A twenty-inch space would cost then $1.40 to reach 1,000 homes.

To deliver samples in 1,000 homes costs anywhere from $10 to $15, and this is done constantly and with success by advertisers locally who pass by the local newspapers.

I say this work is done successfully even at this tremendous advance in cost over newspaper space and the reasons are not hard to discover:

First. The canvassing or sampling is usually accompanied by the simultaneous call of a salesman who loads the trade at the psychological moment. The dealer's mind has been impressed, his interest aroused, the selling points drummed into his consciousness. With his money actually tied up in the goods a factor in sales development has been established which in the minds of so many manufacturers is so efficient that they regard all advertising schemes valuable only in so far as they can be used to "bluff" the dealer.

Second. The dealer has been educated to believe that when sampling, canvassing, couponing or demonstrating is done a trade will be established, just the same way Cyrus Curtis has educated many dealers to believe that advertising in the Ladies' Home Journal will make business through their stores. This alert and sympathetic attitude of the dealer is a factor in starting and maintaining business.

Third. The sampling and canvassing represents concentrated expenditure and for the time being commands attention above other efforts striving for it. If the advertiser paid $1.40 to reach 1,000 families with a 20-inch newspaper advertisement once a week he would have to continue for nearly 40 weeks to spend as much as 5 cents per family which the sampling often costs but which is all spent in one week with a salesman on the ground to cash in with the dealers.

"Why doesn't the man who uses samples spend the same amount of money in the same space of time in the newspaper?" you ask.

I have been asking publishers that very same question for several months past and am surprised to see how few publishers had any idea of the amount of money spent in sampling, canvassing, demonstrating or circularizing in their localities. They had no idea of how to meet this competition.

To spend five cents per family in one week in newspapers at seven cents per inch per thousand circulation would require the use of 714 inches of space or nearly six pages of space counting 120 inches to the page.

Don't you think with a good salesman on the ground to cash in on this expenditure that the newspaper would beat sampling and canvassing by a big long lead on the same basis of comparison?

Mind you, I don't say this would be the best way to spend the money. I am only trying to show publishers who ought to be most interested where a great deal of money that is now being spent in other channels can be secured for them if they will only make an intelligent effort to get it.

JOHN LEE MAHIN,
CHICAGO, ILL.

One-third of this space in a week's splurge with the salesman on the ground to educate the dealer and load him and the other two-thirds spread over the remainder of the year to take the goods off the dealer's shelves would in my judgment be a better way to distribute this amount of money.

Let me tell you a few reasons why this work is not done and why the general advertising agency is not advocating it more strenuously:

First. The advertising agency cannot at 15% for its services make any money out of a contract of this kind, because of the cost of negotiating with the publisher to get a rate and the delay incident to closing a contract which makes it impossible for the manufaturer to route his salesman to to cash in on the expenditure.

Second. Many publishers have a prohibitive rate on what they call short time business and others would refuse to let the large space to be concentrated in one week have the same rate as a schedule covering a period of months to follow same.

Third. The publisher would not take any personal interest in making the dealer feel this was a good campaign and would in many instances really throw cold water on the idea by audibly wondering if it would pay.

Fourth. Instead of the publisher and his employes acting in concert and buying from the dealer the article advertised, many of them would not be able to say whether they had run the advertisement or not if you asked them.

It would not do for me to make these statements reflecting on the publisher's attitude without at the same time saying that I am keenly appreciative of the great advance publishers have made along the line of co-operation during the past ten years.

The newspaper publisher who has abandoned the idea that he was merely a seller of space and has come to realize that his advertising columns were a factor in rendering service to both his subscriber and his advertiser has made tremendous advances in cleaning his paper of fake advertising and developing a clean, wholesome business.

I do not hesitate to come before you today and make these statements because I believe the time is not far distant when the Mahin Advertising Company will be sending all of you a large line of business, such as you have never had before and which will be as new to us as it is to you.

The flat rate will be practically an essential if this is done. While I do not want to say that it is necessary to inaugurate the age of miracles, a greater stability of rates must be brought about to eliminate largely the present costly waste of correspondence, postage and time in placing a newspaper order.

In our agency we can place bill posting in 3,300 cities and have the paper up within ten days after we get an order because we are reasonably sure on the matter of rates and this is due to the rate fixing and rate maintaining eduation given the bill posters by their National Association.

To place contracts in 3,300 cities in newspapers we would demand much more time in order to assure our customer that we had bottom rates. In fact, under present conditions, it would be almost as dangerous to set a definite time in which this could be accomplished, as it would be to set a definite date when Wall Street Stock could be purchased at bottom prices.

In advocating stability of newspaper rates it may seem inconsistent to you that in every-day practice the Mahin Advertising Company goes to such lengths in trying to have publishers break them.

The reasons for this are ample.

First. In securing a customer's account we promise him the full benefit of our purchasing power. He pays us for our services. We consider the so-called commissions paid us by publishers as additional discounts granted for the quantity or character of the business we send him.

Second. The cut-throat advertising agency places all its claims for securing established accounts which have been largely developed by the creative organization upon its commission and promises to break the publishers' rates. To meet this competition successfully we must know and be able to demonstrate to our customers that we buy at rock-bottom prices.

We recognie the waste involved in the present methods and deplore them as much as anybody. The actual clerical expense in our magazine and bill posting departments approximate very closely to the same amount per thousand dollars handled while the cost in our newspaper department is nearly double.

This comparison is particularly emphasized in the case of bill posting as we have accounts where the individual orders for posting hundreds of towns are far less than $3.00 each.

The publisher who wishes to remedy this condition and at the same time profit to the largest possible extent with things as they are now will in my judgment adhere closely to these rules:

First. Declare his circulartion and the details of its distribution accurately and promptly answer all offers with a short letter stating substantially that his run of paper rate is so much flat, that he will take good care of the business if sent at that figure and will give the agency sending the business as good a rate as anybody and will do all he can to make the advertising profitable to the advertiser.

Second. Promptly answer all subsequent offers or letters received by politely referring to his original letter.

Third. Continue doing so.

Fourth. Note particularly that the dealers are notified of the advertising, their interest aroused, and their co-operation urged with the advertising by window displays and personally recommending a trial of the goods to their customers.

Fifth. Writing from time to time to the agency placing the business, pointing out any weak spots noticed in the advertising campaign and its symmetrical rounding out. Incidentally recollecting that the goods must be placed and sold if the advertising is to be successful.

The publisher of the future will regard his space as a feature of a broader service that he will render rather than as an isolated item, or to quote Mr. Cleveland again, "unearned increments," just as the advertising agent of today considers space as secondary to the selling plan in which it is used to express ideas.

PRINT PAPER COMBINES AND PRICES AS RELATED TO EXISTING TARIFFS ON WOOD PULP AND PRINT PAPER

ADDRESS READ BEFORE THE TWENTY-THIRD ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION AT ST. PAUL, MINN., AUGUST 17-42. PREPARED BY DON C. SEITZ.

I GREATLY appreciate the opportunity to lay before the representatives of the great country weekly press some thoughts concerning the news print combinations which are today so powerful in the United States. The daily newspapers, of course, feel that they have to carry a great burden of the sudden enhancement of price forced upon them last fall by these combinations. But many of the great newspapers have contracts and have escaped to a considerable extent the effect of the rise, and may altogether evade it by the time their contracts expire. The country weekly, however, buying its paper in limited quantities on the market, is always an immediate sufferer. The quantity required by each office is usually moderate and offers no temptation to the manufacturer to make special prices. The big paper, therefore, has a great advantage over the little one, and the importance of a stable paper market to the little paper is, therefore, much greater than to the large one. I was born and brought up, so to speak, in a country printing office, and I think I can speak with feeling and affection about the country editor. Somehow an old line from Elijah Kellogg's famous "Spartacus to the Gladiators" comes to my mind: "Ye stand there now like giants as ye are." I quote this, not as a fact, but as something that ought to be a fact. Of the 21,535 periodicals listed as being in existence in 1907, 16,288 were weeklies, and the bulk of them, of course—99 per cent, at least—country weeklies. This is a gigantic industry which you represent. The printing business stands seventh, I think, among the great industries of the country, and fifth in growth between the two last censuses. Its products run into the hundreds of millions. It employs the most intelligent class of working people, and it is absolutely indispensable to the progress of the country in knowledge, trade and manufacture. But with all the strength of a giant the energy of our business has always been directed toward benefiting somebody else. I have said before that I do not know of a greater philanthropist than the average editor. I might modify that by saying that I do not know a greater philanthropist than the average country editor. The comic papers usually speak of him as the recipient of cordwood and vegetables and as being grateful now and then for a turkey from a prominent subscriber. But the fact is he labors for a very small return solely in the interest of the community in which he does his work. What would the average country town amount to without its weekly? What would the average country politician be without the support of the local papers? Where would the average Congressman come in if he did not have your help? Yet when we go to Congress and ask for relief in the great matter of the tariff we are treated scornfully, given the benefit of a so-called inquiry and turned down flat in the end. We have endeavored with some success to bring the paper combinations to justice. A few weeks ago we convicted the Manila and Fibre combine in New York. We also secured, through the very able assistance of Mr. Frank B. Kellogg, of the city of St. Paul, several years ago the destruction of the General Paper Company, a very oppressive combination, whose members were forbidden under the decree to ever even think about combining again. The result was that paper prices remained moderate until a little more than a year ago, when the Eastern manufactures succeeded in concocting a joint agreement under which they have operated to this day, and under which they will probably continue to operate until the $6-a-ton tariff is taken off and we are free to go to the best market to secure our raw material. Manufacturers generally are beginning to find out that it is upon manufactured raw materials where the tariff scores its greatest oppression. The man who must buy steel in rail, beam or ingot for some

manufacturing purpose finds himself held up by the Steel Trust. Tin, for example, in plate form, is purely a raw material. But a tariff of $33 a ton has held up every tinsmith in the United States. Every person who drinks out of a cup or bakes a pie in a pan has had to pay tribute to the little group of tin-plate manufacturers, probably the smallest bunch of oppressors in the country and one of the richest. Paper, by reason of the fact that spruce wood is about the only satisfactory raw material, becomes more and more a natural monopoly under the tariff. The timber grows less each year and more expensive each year. The forests nearest the streams have been cut down, and naturally the cost of bringing the lumber to the mill grows with it. But, more than that, the combinations have had the effect of putting all the eggs in one basket and making it easy for labor to enhance their share of the cost without any corresponding benefit to the consumer. We do not get a better product and we pay more for it. We sell our goods, please remember, at a fixed price. Our subscription and advertising rates cannot be modified every two or three months to meet changes in the cost of material without seriously unsettling, if we do not destroy, our business. If the paper combinations were wisely managed they would undoubtedly standardize the price, standardize the product, and in that way put all hands on an equality. The Sugar Trust does this, the Standard Oil Company does it and the Lead Trust does it. The paper people, however, seem to go on the theory that they must take every advantage possible that arouses feeling among their customers and causes uncertainty in business. The disappearing forests ought to have a chance to grow. The Canadian timber lands should be turned into wealth, as Nature intended they should be. There should be an equality in consumption, so to speak, so that we can preserve a proper quantity of timber, preserve the water courses and preserve always a low-priced raw material for our business. Here in the West, I gather, the tariff is not the sacred idol it is in the East, and from the West we must expect a momentum that will bring about a just and sufficient modification. You are in a position to make your members of Congress see the point, and you should not hesittate to exert your power. It has been often said that we should not be selfish, yet every interest with which we have anything to do is selfish to the last degree. The tariff was born in selfishness. It was erected to foster special interests, and has fostered them until the hundred millionaire is too common to notice. Under its beneficence, so to speak, the people have been taxed beyond measure to enrich a mighty few. The West can break the superstition that the tariff is a god. It can smash this idol and bring a little commonsense into play at Washington, whereby the whole land will benefit. Surely the man with the brain and energy to produce that wonderful thing, a newspaper, has as much right to some benefit as the man who finds iron on the banks of Lake Superior and carts it to Pittsburg to be made into rails. Surely he has as much right as the Meat Trust, which can pay your farmers what it please for their cattle and then tax the public beyond endurance to fill its own pockets. He has as great a right as the man who digs galena from the banks of the Mississippi and has a Lead Trust tax on every foot of pipe used in your plumbing for its benefit. It makes me sick when I hear this palavering talk about selfishness and the necessity for protecting American interests. Who, indeed, are the Americans? They are, in fact, the plain ordinary people, the great middle class, who are neither members of labor unions nor stockholders in trusts. They are just people like yourselves, who work hard and honestly to support themselves and their families. You yourselves, however, are in a particularly strong position in this regard because you labor so largely for the common welfare. Your paper is at the service of everything that can benefit the community except yourselves. When I see smug old politicians like Joe Cannon or Sereno E. Payne lecturing the newspapers I do not know whether to laugh or get mad. They have been sustained for years in their positions by special interests, and they feel so secure that they have treated us with scorn, impudence and deceit. I think it time for you to rise up like the giants that you are and make some kind of an effective demonstration.

The International Paper Company, which is the backbone of the offending, is something like ten years old. During that time it has added but two machines to its equipment, capable of producing perhaps eighty tons of paper a day, and has succeeded in piling up a capital account of $69,000,000, and it has a gross annual business of something like $21,800,000. In other words, it takes considerably more than three years to turn over its capital. I ask you, gentlemen, what sort of a business you would be doing if it took you that long to turn over your little capital. Yet the newspapers are brazenly asked to pay a price that will warrant dividends and interest upon this huge bundle of green goods. I wish you would ask your Congressman to send you a transcript of the proceedings before the so-called paper inquiry in Washington last spring, where the confessions of the paper companies make most interesting reading and reveal with exceeding plainness the fact that unless Canada is opened to us the price of paper must continuously go on increasing. Exhausted forests, exhausted water powers and too much high finance have done their work. Just why this burden should be placed upon your backs is a question you can well ask of Congress. You might as justly be asked to have the State of Minnesota pass a law to pay dividends of the Calomet and Hecla mine after its deposits of copper ore have been exhausted, on the theory that the stockholder has some rights, the fact that the stockholder has been paid dividends continuously for forty years being carefully overlooked. We cannot perpetuate an exhausted forest, we cannot provide against bankruptcies produced by bad management, nor can we fill an empty river, as we are asked, in effect to do all these things, when to our northward are millions of forested acres and every opportunity for profitable and economic paper-making. We ask that this barrier of the tariff be taken down in order that our industry may continue and increase and flourish. We are more important than the paper-makers. We are a necessity to the community. The richly rewarded manufacturers of raw material should be permitted to go elsewhere and continue their business prosperously in the future as in the past. They should be released from their present handicaps, and it is in your power to bring this about. Help yourself and you help everybody else.

HOW TO BUILD UP A BIG BUSINESS IN A SMALL CITY AND MAKE IT PAY

PAPER READ BEFORE THE NATIONAL EDITORIAL ASSOCIATION AT ST. PAUL, MINN., WEDNESDAY, AUG. 19, 1908,

BY ROSS L. HAMMOND.

IN selfdefense I must, at the outset, state that my subject was an assignment. Otherwise the form of it would imply that I was assuming a position in newspapering and publishing that would convict of a degree of egotism I would not wish to confess.

There is no royal path to success. Neither is there any flexible rule by which success may be measured. Success is comparative. What may seem so to one may not seem so to another. I know of no other way to achieve what little I have helped to achieve than the the one that has been pursued. There are theories that appear attractive and seductive, but practice is something tangible and real rescued from the misty realm of doubt.

I know of no way to treat my assignment except to relate my experience. In doing that I beg that you do not regard it as a self obtrusion, but merely as obedience to the command of the managing editor of the association.

Though it may not be short, it will be the "simple annals of the poor." I have attempted no "fine writing;" you simply want to know how it was done.

Two concerns—one the Hammond Printing Company, with a capital of $100,000, and employing an average of about 110 persons; the other the Hammond & Stephens Company, with $50,000 capital, employing 10 persons, (the one a manufacturing and selling concern, the other only a selling concern,) with a total annual business of about $160,000, or $13,000 a month;—if these may be regarded as a "big business," so be it for the purpose of conforming to my subject.

The "small city" in which these concerns are located is Fremont, Nebraska, with a population of 10,000 (none of us is in the habit of understating the population of our town). It is 37 miles from Omaha, under the shadow of that metropolis of the state, and thus handicapped.

"And make money" is the third part of my subject. A keen suggestion of the managing editor. More of that in its order.

Twenty-nine years ago two boys, brothers, of which I am the younger, who had learned a smattering of the "art preservative" at home, where they had set up in their mother's pantry an amateur "print shop;" tired of what seemed drudgery of the farm; fascinated with being able to print things; and desiring to engage in something that would bring fame and fortune, without work, went from the little town in central Iowa to Fremont and negotiated for a spasmed newspaper with a cartload of battered job material included.

Blest are the days of our youth, when the world is young and rosy. Those days now seem to have been fairest of all.

At that time a town with a population of not more than 2,000, but with dreams of greatness that have thus far failed to come true, except to a limited extent; a community in which agriculture was the only source of original wealth; the future filled with heroic, but in the main feeble and futile, efforts to establish manufacturing enterprises. Two lines of railway, which have since multiplied to seven. *This* was the field of operation. To it was brought no experience, no definite plans, no preconceived notions of what publishers should or should not be—only one thing, as it seems now, a determination to always do the best possible while groping blindly though persistently toward the light. It was a weekly paper in every sense of the word, to which we came; 600 or 700 subscribers, some as much as eight years in arrears. A Washington hand press, which was supplanted with a heavy Cotterell and Babcock cylinder, that gave a rapid circulation to turn, soon afterwards driven by steam power. Some new material added to brighten up advertisements and give evidence of a change of ownership. The subscription list was collected up in the best manner possible. The editor attended the county fair and buttonholed the farmer. He went to political rallies and announced that he was prepared to write receipts to the faithful as fast as the cash could be paid over.

Advertisements that had preserved their familiar appearance so long the type was worn to the first nick were changed as fast as merchants could be induced to make such a radical departure. Advertisements were solicited very often not on the basis that they would pay the advertiser, but because "the paper helped the town and the town should reciprocate." That was the final argument.

And thus the years were spent. Changes, otherwise called improvements, were wrought so gradually, there seemed little change.

In four years ambition could no longer be restrained, and a daily edition was begun. It was figured that it would pay expenses and that though it involved much additional work and a life sentence, there would be a better weekly paper made up from the matter used in the daily, and there would be a slight resultant profit from the increased labor. And so there was.

Very slowly business grew. For a very long time the daily circulation hung around the 500 mark: but always expenditures were gauged by receipts and were made to fall below. Whenever a little more money was needed, a little more work was done. As the financial needs increased, the ambitious young owners pushed the lever into a higher speed.

Hope and health and hustle take little heed of weariness. The 1,000 mark, which looked a long, long way off, came sooner than was anticipated. Then the 2,000 mark, and 3,000 mark.

In a few years after the *Daily Tribune* was started it was deemed wise to substitute a semi-weekly for a weekly edition. The news published in the daily was growing stale. Why not send it out before it mildewed? And so we did. This was a wise movement. It gave the semi-weekly an advantage over competitive weeklies for rural circulation. It also afforded an additional opportunity for advertising charges.

Upon a like theory, not long afterward, the semi-weekly was changed to a tri-weekly and for 15 years a tri-weekly edition has been issued, in addition to the daily, making nine editions a week.

The tri-weekly continued to grow in circulation till rural free delivery became well established. At present its circulation 300 or 400 below the highest point reached. The growth has been on the daily, since a majority of the farmers want the news every day.

While the tri-weekly has remained about stationery during the past three or four years, the tendency is toward the daily, and ultimately the tri-weekly will doubtless be entirely merged into it.

Hand composition was superceded eight years ago by the purchase of a Unitype machine. This gave our enlarged product at reduced cost. It admitted of the making of a better paper.

Subsequently a Linotype took the place of the Unitype, increasing the product again. A second Linotype in the job room is frequently called into service to help out in busy days.

A cylinder press did service until five years ago. It would take only two 7-column pages and it was necessary to keep it going nearly all the time. This press gave way to a flat-bed perfecting press from which we get about 4,200 papers an hour, printed, pasted, and folded, this press taking four, six, or eight pages at a time at a like speed. This proved of great value. It admitted of sudden expansions of size. It also enabled us to keep forms open later and catch the mails more quickly. It is the only perfecting press in the state, outside of Omaha and Lincoln.

I believe many publishers who are putting up with slower cylinder presses could profitably own one similar to ours. They pay their own way and become a valuable asset.

Display heads are liberally used. These are profitable. They make the paper look interesting and pass for news where it is measured by the space occupied. It is a good summary of news and may be made to give a distinctive character to the publication.

During the last ten years an exclusive circulation manager has been employed. His business is to canvass the territory and keep tab on subscribers. He has a follow-up system of dealing with expiring subscriptions. When they can't be renewed by the means of two or three seductive letters, the subscribers are listed for personal attack and when he visits their neighborhood, either in town or country, their castles are stormed. He is paid $1,600 a year and expenses.

An advertising manager is also employed at $2,500 a year, and he pays. He has taught the value of advertising and how to advertise.

The merchants of no similar town in the state spend anything like as much money for newspaper advertising as they do in Fremont. I have no doubt they would if money were spent to properly educate them.

Our paper has never printed a liquor advertisement. Neither its advertising columns, nor its reading columns, have always been free from objectionable matter; but its owners, fresh from a Quaker home, in the beginning decided they would not increase the demand for something admittedly worse than useless, either by personal consumption or by contributing toward urging it upon others. This old-fashioned notion has been adhered to for nearly thirty years, sometimes in the face of boycotts.

While admitting the supremeacy of local news, as a circulation builder and profit maker, the paper has always as strong an editorial page as possible. A division of work has admitted of greater effort in this particular than is possible for many other country editors. Editorial management was left to one and the business management to the other of the owners. Thus the editor was not burdened with such a multiplicity of duties as fall to the lot of many. He could the better specialize—and this has helped.

Long ago church fairs, food sales,—everything designed to raise money, together with cards of thanks and resolutions of respect, were put upon an advertising basis. The publisher is as much entitled to recompense for spreading the virtues of the deceased as is the undertaker for the silver handles on the coffin. Theatres get no free noticies for tickets. Everything pays. "Comps" to see "bum" actors will not be accepted by printers in lieu of cash, nor by dealers in liquidation of ink and paper bills.

The paper tries to keep as near to the women folks as possible, without becoming a mollycoddle. Their good-will is a valuable asset.

The editorial policy has always been to stand up for the town end, with the practical always in view, to advocate the highest ideals. It is not too much to say that the paper is not without its influence, political and otherwise.

The business and manufacturing side has had painstaking attention. A persistent campaign has always been made for work to keep the plant running as fully as possible, and therefore with the greatest opportunity for cheapened production and higher profit.

The aim has always been to wear out machinery rather than to consign it to the junk heap before it has been used up. Still there has been striving to keep well up with the procession. It would be a rare sight to see a plant with nothing in it but the very latest. This is not true of ours, though in the press room, job room, bindery, stock room, embossing department, rubber stamp and seal department, retail department, and last but not least, the business office, most modern conveniences, even to electric fans and phonographs, are in use.

There is danger of spending too much. It is much easier to permit expenses to run up than it is to cut them down. Cutting down means saying "no" with some frequency. It is hard to say "no."

To get business we have always employed traveling solicitors and made use of catalogues and circulars. Our principal stationery and blank book business is with banks, some six or seven hundred of which are our customers. The higher salaried traveling salesmen have been the most profitable. A poor traveling man is an unprofitable and often disgraceful adjunct.

The mail order business is largely sustained by traveling men. Orders follow them by letter. In addition a somewhat systematic plan of circularizing has been kept up. To be done effectively, this must be done discriminatingly and persistently. Spasmodic mail efforts are worth but little.

A calendar department and a post card department are sources of profit. State, county and railroad work has also contributed largely toward keeping the plant running.

Fifteen years ago we found a promising young man who had been a county superintendent at 21 years of age. He was taken into partnership in a subsidary concern, the business of which was to sell supplies to county superintendents of schools. He was a good salesman and a good organizer, and this subsidiary concern has had a successful career. He now manages it and five salesmen represent the concern in seven states. This concern is a good "feeder" for the printing establishment, it being only a seller.

Another manufacturing company making farm specialties, which uses large quantities of printer's ink, was organized and is now managed by the elder partner of the printing concern, whose place as business manager of the latter for 26 years was taken by his son, born in the business. This is another good "feeder" for the printing plant. These three allied concerns pay one-fifth of the postal receipts of the city.

It is thus that business is brought to the printing plant. It is difficult to divert it from its natural course toward the larger cities, which attract in obedience to the law of gravity. And the larger quantities of printing originate in the larger cities and can rarely be taken to a smaller place at any profitable price.

The business office endeavors to employ busines methods. It is highly important for every factory to know the exact cost of its product. We make effort to do this. Every job of work coming into the office is given a number, and a ticket accompanies it through the shop until it is finished ready for delivery. In every department the time put on the job is recorded on the ticket. When the ticket returns to the business office the cost of material used is put down and the proper proportion of general expenses entered. The ticket then goes to the clerk having charge of the cost system, where all items of labor cost are carried out and the whole entered on a single sheet in a loose leaf ledger. This sheet is then transferred to a file for preservation for future use. This cost system is worth more than it costs. Where work is done on open orders it gives an intelligent basis for charging. When work is done at an estimated price, it shows how far estimates vary from actual results.

Its adoption has disclosed many jobs that were done at a loss. When the price was raised the customer would be given a good reason for the raise. When he knows the cost is not "guess work" he will "stand for" a raise.

The United States government recently abolished a cost system employed in the public printing office at Washington. That system cost $150,000 a year. Neither the cost system there, nor the printing office were conducted on business principles and a mistake was made by not abolishing both at the same time.

Jim Hill pays $15,000 a year to have a summary of the cost of things on his great railway system laid on his desk every day. His railroads have been better managed than has the government printing office.

We use a voucher system of distributing expense accounts so as to know every item of cost. We collect closely and discount every bill.

Already I have written at great length, though touching only a few of the high places. Obviously, a full discussion of my subject would include a treatment of every phase of newspapering and printing, and so too voluminous for this occasion.

"And make money"—the real gist and essence of my subject. Many big businesses are built up in both large and small cities at a loss. Ours hs built itself. No money except that made out of it was ever put into it. Despite a destructive fire a few years ago, entailing a large net loss, the concerns are out of debt. There are no Rockefeller or Carnegie dividends, but there are comfortable and unmortgaged homes, and other investments. —A modest showing for nearly thirty years of toiling to the utmost.

To succeed at any business, partnerships must be agreeable and of mutual faith and confidence. Never has there been a moment I would not have freely entrusted every farthing with my partners, and I think theirs was the same attitude. Too often wives drive their husbands into thinking they (the husbands) are imposed upon. Then look for the dissolution notice. What man hath joined, let no woman put asunder.

Solomon said the man who is diligent in business is fit to stand before kings. It is also true that kings are likely to stand before him. In the span of my life I have observed with surprise how great a portion of business men neglect their business; how much of slothfulness and slovenliness is theirs; how ready they are to surrender their interests for some trivial matter; how easily they may be diverted from pursuit of their avocation, and all of these account for the appalling number of business failures.

I know of one editor whose ambition by day and whose dream by night for nearly thirty years have been to make each succeeding day's paper excel the one of the day before. I also know of a business manager who during this time has been at his desk when the whistle blew at 7 in the morning and when the clock struck 6 in the evening.

I epitomize the discussion of my subject in three words: Work, *Work*, WORK!

RELATIONS OF THE TRADE PRESS TO NEWSPAPERS AND PROMOTIVE PUBLICITY

AN ADDRESS DELIVERED AT THE TWENTY-THIRD ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES, HELD AT ST. PAUL, MINN., ON AUGUST 18TH, 1908, BY J. NEWTON NIND, PRESIDENT OF THE FEDERATION OF TRADE PRESS ASSOCIATIONS IN THE UNITED STATES.

TWO years ago when the publishers of periodicals of every class were threatened with adverse legislation, following a report by a Congressional committee, the Congressmen representing the city of Chicago were brought together by the Chicago Trade Press Association at a complimintary banquet at which the legislation and its effect upon a great educational industry was discussed. In the course of remarks which I was called upon to make, in defining the position of the trade press, I had occasion to say: "We recognize that only indirectly have we political power, for we deal with political questions only as they directly or indirectly effect the manufacturing and commercial interests of the country. We recognize that our voice may not be heard in Congress as clearly as may be the voice of the editor of the great city daily or as may be the voice of the country editor who gets near to his congressman, and who gets near the congressman's constituency. Our constituency is the busy business man, the toiling mechanic and to some extent the professional man. Because we maintain a neutral position in politics this constituency may be oblivious to how important an influence any action by Congress may have upon the character of the publications in which as readers they may be deeply interested."

I became convinced at that time, as the result of some consideration which was given the subject, and which is epitomized in the above quoted sentences that there should be established a closer relationship between the publishers of the trade and technical press and the publishers of daily and weekly papers such as are represented in this organization. How important to each this understanding may be I shall endeavor in this address to set forth. Thinking as I do, my sub-title may very properly be "Interdependence of the Trade and Technical Press and the Country Newspapers"

At the banquet to which I have already referred the field of the trade press was very clearly set forth by Mr. H. R. Clisswold, of the *Bakers Helper*, a magazine devoted to the improvement of bakers. I cannot do better than to adopt Mr. Clisswold's clear statement of the field and the work of the trade and technical newspapers of this country:

"In what a distinguished foreigner recently characterized as 'the foremost commercial nation of the world,' and under the wise provision of a government that recognizes fully the growing importance of industries it is eager to foster, the trade press has been and is the chief promoter of an industrial development unparalleled in history.

'Trade follows the trade paper.' The trade press has not been simply a camp-follower of the nation's great army of workers swept along by a splendid movement which it touched only to feed upon. Trade papers have been the leaders, the educators and promoters of our country's industries—not merely their product and beneficiaries.

"What is the trade paper? In the language of the postal law, it is a periodical devoted to some special industry. It is a monograph. It has in its view but one of the country's varied activities, and to that it bends itself. Everything in its pages, from start to finish, has to do with that one industry.

"This makes it differ radically from the newspaper and the magazine, which aim to touch all subjects of human interest. In an age demanding specialists, the trade paper provides specialized publicity. The mission of the trade paper is to promote industrial progress."

"Of the many ways in which the trade paper has promoted the industrial progress of the United States, let me refer to three:

(1) By its persistent elevation of business standards.

The trade paper, as a rule, is devoted to a high purpose. It stands for the best in the trade it serves—the best things physically, the best morally. It is an insistent foe to the inferior method and in quality of product. 'The successful trade paper has a high standard as to accuracy of statement, as to judicial weighing facts, and to the avoidance of personal prejudice or sensationalism.'

It views the trade from a somewhat different standpoint to that occupied by its readers; it has a broader outlook. It has facilities denied to most of them of judging cause and effect; and, working continually for the best interests of those to whom it is devoted, it constantly and consistently pleads for improvement—that the good may give way to better, and the better yield to the best.

Its readers are progressive men, who are or soon will be trade leaders—men who are looking keenly for the best in their respective lines, eager to adopt whatever gives promise of betterment. No journals in any line of industry succeed in securing as subscribers all the men interested in that calling. But those who do not take one or more good trade journals are the trade drift; the trade paper constituency is made up of men who can go up stream.

"These men recognize the intrinsic value of the contents of the trade paper that comes to them with a simple message—What, and How, and Why; What the materials are with which they can most solidly build up their business. How these materials are to be utilized to the best advantage. Why the things presented are likely to accomplish the end desired.

The trade paper promotes our industrial progress—

(2) By the technical information it makes available.

"The trade paper is the disseminator throughout each trade of the best practice devised by the individuals in that trade, thereby raising immensely the profits of manufacturers."

In many cases the trade paper is the sole trustworthy, because disinterested, price current and statistican of its trade and upon its information and quotations transactions amounting to hundreds of millions annually are based.

"During the past twenty years the trade journals have worked out methods of gathering news and reporting commercial markets which surpass anything previously accomplished in this direction anywhere in the world. Nearly one-half of the world's production of copper is sold each week for cash on the quotations furnished by the *Engineering* and *Mining Journal* of New York. These quotations are cabled regularly to Europe and the Orient, and govern, to the extent indicated, the dealings in this great staple. In the iron and steel industry, contracts for the purchase and sale of raw materials and of intermediate products, involving many millions of dollars annually, are regulated by sliding scales avowedly based on the market quotations given out by the chief trade paper in that branch and in many cases manufacturers and workmen rest their agreements as to wages upon the same basis.

"The educational value of the trade papers is inestimable. In most of the great industries there are no trade schools. We are behind England and Germany in this respect. Technical education in the United States is confined almost exclusively to the columns of the trade press. Our papers are practically the only medium for the interchange of technical opinion and the publication of the results of experience and research in manufacturing.

"Since the restrictions of labor unions have nearly abolished the system of apprenticeship, the technical papers are the main makers of skilled mechanics. They are now the only means, outside of personal teaching in the shop, of securing skilled men to manage the shops, and they form the post-graduate course of students of trade correspondence schools."

"The scientific and research work of such governmental departments as the Geological Survey, the Experiment Stations, the Consular Service, etc., as well as the similar work of professional societies and associations, is not only supplemented by original work by the trade and technical papers, but the latter gratuitously digest and widely circulate the net results of all such work months in advance of the formal reports."

"The trade paper promotes industrial progress:—

(3) By its enmity to commercial monopolies.

"All the interests of the trade paper are bound up in the best progress of the industry it represents; and this is promoted by giving the widest possible publicity to information concerning the best material, the best machinery and the best methods. Through the agency of the trade paper the discovery of an improvement of any kind is heralded far and wide. The eagerness of the editor to secure and publish information of this sort is matched by that of the business manager to fill the advertising pages with the announcements of improved appliances. These pave the way for the speedy adoption of men who otherwise would be long in hearing of it."

It should be added in this connection that the trade newspaper is the insistent advocate of organization—organization among the men identified with the particular industry which it represents; organization among merchants of each state, city and village. The life and prosperity of trade newspapers is dependent upon the preservation of the units in our trade superstructure—the units which begin with the country town, the country merchant, the "infant industry"—the small factory which gives employment to labor skilled and unskilled, and on which rests in part the growth of the city, village and the trade center little and big. The trade newspapers of the country have therefore lead in the campaign against the mail order houses and the parcels post in such a form as to make it possible to use this service for the aggrandizement of these centralized retail establishments to the detriment of every merchant and every publisher in every community of this great country. The trade papers have promoted organiation because, it is only through organiation, that combined efforts of a class or a community can be secured.

But before passing to further consideration of this branch of the work of the trade newspapers of the country, it may be pertinent that some statement be made of the extent and the character of the industry which is grouped under the head of the industrial press. There are in the United States more than 1,260 trade and technical papers. Apparently every industry has its own paper—some of the lines of trade and manufacturing many mediums. The first trade paper was undoubtedly established "primarily for advertising purposes." Many trade papers have since come out of enterprises of the same sort, but the modern trade paper long since ceased to be entitled to that appellation. Although the volume of advertising carried by the best of these publications is often heavy, it is only by reason of this advertising that educational publications can be sold to the subscribers at a moderate cost. Trade newspapers have become immensely valuable. A half interest in the *American Lumberman* was recently purchased for half a million dollars. John A. Hill paid $300,000 for the *Engineer* and consolidated it with *Power,* for which he paid $400,000 only a few years before. There are numerous properties which could not be purchased for a million dollars and six figure prices for trade or technical papers no longer create comment.

These are only the beacon lights. The rank and file of the trade papers have the same difficulty in making the income cover the ever increasing expense as the publishers in other lines. The trade paper offers no easy road to fortune. It demands good business management, and unceasing enterprise which means never flagging work. The daily newspaper man who thinks there is solid comfort and little work in making a trade paper soon finds that the pace is a hotter one than the average daily paper demands. I speak from experience in both fields of endeavor. In enterprise the best of the trade papers vie with the metropolitan dailies. The cable is freely used by some of them, and the correspondence bill of many of the papers is greater than that of all save the leading daily papers in the great cities. High priced expert talent is employed by the technical papers. Men who have made reputations in the sciences, who have headed departments in great enterprises, who have filled chairs in our universities, are paid salaries which take them away from these positions of distinction and honor to write with the fullness of knowledge which is demanded by the technical papers. The best talent from daily newspapers is drafted to the service of these publications; the right sort of material is procured at any cost. In typographical appearance the trade papers set the pace for the high priced magazines. It remained for the King of Belgium to decorate an American trade Journalist for a matchless piece of enterprise, while the papers published for the printing craft in this country have carried forward that industry by leaps and bounds, and made American printing the best printing that the world knows.

But it is of the trade newspaper and promotive publicity that I am expected to more especially speak. The trade newspaper publisher recognizes that his own prosperity rests on the prosperity of the country merchant. The publisher of the mechanical paper recognizes that his prosperity rests on the skill and progressive methods of the mechanic and the manufacturer. The trade newspaper must be made so interesting that it will be read. Trade newspapers have become valuable because they are read. Yellow newspapers have so tinted the dailies in most of our larger cities that the merchant and the manufacturer is glad to turn from the papers which are most concerned in printing "stories" to the trade paper which studies accuracy of statement, and which digests facts with full knowledge of the bearing of each fact upon the industry in which the reader is interested. The newspaper is a thing of a day, scanned and thrown aside. The trade paper is taken home and read leisurely or is passed from hand to hand in the store or factory to be read and filed for future reference.

The trade publisher has learned that the trade paper reader is the progressive merchant and the up-to-date manufacturer. The editor constantly strives to increase the circle of his readers, because he knows that the reader of the trade paper is pretty sure to become the progressive merchant and the up-to-date manufacturer. He makes his paper a clearing house of information. He seeks to make better merchants and more skillful manufacturers, He knows that in this day and age, with competition from without never so keen, that the free use of good printers ink is an essential. The trade papers offer examples of good advertising in their own pages and pages are devoted to advertising criticism, to specialized examples of good retail advertising; to articles on window decoration and store management.

"Make use of your local paper" is the constant slogan of the commercial papers. I doubt if any of you present here, fully appreciate the extent of this missionary work which is being done by the trade newspapers in the country in behalf of the interests represented in this convention. Let me quote just a few things which I was able to find during the few days that this address was in course of preparation:

"The support the local newspaper receives from the business men of a town is an index of the life of that town. Dead advertising columns mean a dead town, wherever you see them. The live business man may be likened to a star; he is desirous that his personality, his enterprise, his success, shall radiate in every direction. He places evidences of these on his office door, on the signs which stretch long the crowns of his buildings, on fences and in the columns of his home town papers, and I think that he has discovered that in no other way can he reach the same number of people with variety of wording so cheaply as through the medium of the paper that has 1,000 tongues."—Met L. Stanley, in *American Lumberman*.

"There are many editors in prosperous localities who have been laboring ceaselessly and earnestly in the interests of the community, letting their own selfish interests take a back seat. They have boosted the merchants individually and boosted them all in boosting the community. No doubt the retailers have encouraged them as far as sentimental encouragement goes. They have undoubtedly said that they approved of the editor's methods and called him "good boy," but in how many cases have they fallen short in the real encouragement that counts? How often have they neglected to use his columns, thinking that they were clever in it?

Every retail merchant should make up his mind that he will not permit the great advantage that the local paper offers him to go by unused. *You* must get behind your local editor and push for all you are worth. He gives you two dollars back for every dollar you invest with him. He furnishes for you at his own expense, one of the biggest assets you possess—the medium through which to let the people know what you have to sell.

The editor does not ask charity. He stands ready to repay you 100 per cent—yes, 500 per cent on every dollar you spend with him, if you spend it rightly. If you spend it wrongly, do not blame him. There is no power like the power of the country press in America. Retailers seem to have been late in realizing this, but an intelligent use of the local newspaper assures success and prosperity."—Wesley A. Stanger, in the *Office Outfitter*.

"If the retailer would make for himself a business which cannot be damaged by the effects of the mail-order houses, he must give all the thought he possibly can to advertising.

"Many merchants are today failing to take advantage of the opportunity to reach the readers of the local papers. Others are using every issue of the papers, but are wasting their money because they do not write their ads correctly. Any old thing thrown into the paper will not do. The Ad must say things and say them in a way to draw people to the store. A description and attractive price acts as a suggestion, creates the desire, and the goods are turned into cash. The customer might come into the store a hundred times and not know that you handled the goods wanted, but the Ad tells what you have and creates the demand."—Twin City Commercial Bulletin.

"With some merchants the dominating idea seems to be to keep expenses down. They cannot bear to pay out money; they will not consider any plan which involves increased expense, no matter what returns it promises to bring in. The successful retailer of today must take advantage of every modern aid to business. He must make his store just as comfortable, attractive and up-to-date as he possibly can. He must utilize every improved device for the effective displaying of the goods he has to sell. He must have handsome show windows artistically trimmed. He must advertise persistently and effectively. He must acquire a reputation as a business man of broad gauge and liberal policy."—Ibid.

"Just take time to read the advertising pages of your trade papers and see how hard advertisers in them are trying to help you. Only a few days ago, for instance, the hardware papers contained the advertisement of a prominent firm in which an entire page was devoted to shears. They tell you in bold-faced type, that electrotypes and advertising matter are furnished to customers without charge, and go ahead and give a fine description, covering the quality of the cutting blades, how they are welded to the frame, that they are hand-honed; describe the handle, show the patent nut with which the blades are locked together, giving a fine description of the process. tell how they are packed in individual boxes and end up with their warranty. The entire story is full of interest and if you read it you will be a better salesman. They thus give you plenty of descriptive matter for your own advertisement and it would not take a very bright retailer to frame up a good advertisement from this array of facts. What article cannot be described as minutely and as interestingly as shears?

J. Newton Nind,
Chicago, Ill.

"What this house is doing in its advertisements in the trade press is merely taken as an example, for houses in almost every line of business are doing the same. They are furnishing everything needed for the rapid preparation of good advertising for such retailers as have the ambition to do things right and are up-to-date enough to read their trade papers in a thorough manner. All the time thus spent in reading the papers is thus more than made up for by the finding of the ready-paragraphed information to be used in preparing a first-class advertisement to say nothing of the numerous suggestions that will crowd through the average mind as to what must be said in other advertisements, for once the retailer becomes interested in this work he will always have a dozen Ads crowding to the front in his mind to be used next."—Stoves and Hardware Reporter.

And so I might quote on indefinitely. The examples offered will suffice to illustrate the kind of preaching the trade papers are doing in behalf of the local publishr. In all the arguments in behalf of local organization among the merchants it is invariably urged that the editor of the home paper be taken into the counsels of the business men and his co-operation not only invited, but that good, full return for his services and his influence be given in the way of both advertising and printing. The preservation of the local community is essential to the growth of the field of the trade paper. Take away the country merchant and the elemination of the local paper follows. In most communities we have passed the stage where land entry notices and county printing will pay for patent insides, white paper and the living of the editor, his family and that of his employes. Foreclosure advertising might help for a time, but there would be an end even to that.

And this leads me legitimately to the last portion of my subject: Promotive Publicity. The advertising proposition has been better worked out by the representatives of the periodicals of general circulation—the so-called popular magazines—than by any other class of publications. The best talent among the advertising agents has been employed to promote the business of these publications. Vast sums of money are being expended in these mediums. Much of this advertising is well written and finely illustrated. Typographical effect is studied. No expense is spared to make the advertising effective. These agents of "general publicity," as it is commonly called, have painted various direct ways to increased business and quick fortunes. These promises have not always been fulfilled. Many an advertiser has found that the proposition was an expensive one. He has found that he was paying for an enormous amount of waste circulation. But while this process has been going on, the country newspapers have suffered in 'foreign" business. Some of this magazine advertising, it is true, is of the mail order sort, to which the pages of many a local paper are not open. In ninety-nine cases out of every hundred, be it said to his credit, the country editor is loyal to the community in which he lives—often more loyal than the community is to him, and refuses this class of advertisng. All this waste circulation costs, as I have said, an enormous amount of money. The returns are not commensurate with the investment in a majority of cases. The reaction has set in. The advertiser who studies his proposition has made one or two discoveries which should interest you and me. He has discovered that in trade, volume can only be secured when distribution is attempted through the regular channels—from the manufacturer to the jobber, from the jobber to the retailer and from the retailer to the consumer. In organizing his selling campaign on this basis the newest and most successful method is to educate the merchant through the trade paper, and in cooperation with the local merchants to do local advertising. Promising fields can be worked in this way at a smaller expense, at less waste of circulation cost, and with surer results. The trade papers and the papers represented in this organization should promote this new idea, which has recently taken hold of national advertisers, at every opportunity. We can certainly get together on this platform.

I cannot let this opportunity pass without calling attention to the fact that the trade newspapers not only preach good business methods but they preach god busines. The trade newspapers not only advocate good morals as offered to the business of their readers, but have been active in seeking the application of the square deal to their own business affairs. This convention may, before its final adjournment, discuss the existing postal regulations. As long as three years ago the Chicago Trade Press Association recommended certain postal reforms. Two years ago these recommendations were confirmed by the Federation of Trade Press Associations. The most important of these are embodied in the following extract from a resolution adopted at the meeting of the Federation held at Niagara Falls in September, 1906:—

"That we are in accord with the existing regulation denying admission to or retention in the second-class mail of publications having nominal subscription rates."

"That publishers should under no circumstances, be permitted to mail papers at the second-class rate to subscribers who are more than one year in arrears, or to subscribers who pay less than 50 per cent of the published price, whether through mediums, combination offers or other methods."

"No samples should be circulated at second-class rates, but may be carried at rates charged for other printed matter.

"That a more perfect system of inspection of subscription lists and accounts of publications by the postal authorities be devised, with a view to providing uniformity of administration of the laws at all the postoffices of the country."

These recommendations have all been substantially adopted by the Postoffice Department. The further recommendation that, "The present antiquated and inadequate law be supplanted by a new law which will be simple, clear and specific and which will obviate as much as possible the necessity for rulings by department officials," is yet to be adopted by Congress. After nearly a year of experience under the existing rulings, I think I do not exaggerate when I say that every legitimate publisher has found these rulings beneficent. The practical abolition of the sample copy privilege has increased legitimate circulation rather than retarded it. Paid subscribers have come to the papers worth the price where merchants and manufacturers had previously been content to receive the unending flow of samples from a multitude of sources. Publishers who failed to enforce the collection of subscriptions because of the fear of losing a subscriber, have had their backbones stiffened and their bank accounts swollen with subscription money as never before. Correct business methods have supplanted careless and loose methods of subscription collection. The daily and weekly press have joined with the trade press in spreading the gospel, according to Lawshe, "Subscriptions must be paid." The result is good morals as applied to newspaper subscriptions. The other application of good morals is to the thing for which the advertiser pays—circulation. I cannot better illustrate this point than by using the following from a letter written to Printers' Ink by Alfred Paschall of Chester, Pa.;

"There is no harshness in the refusal of the second-class mail facilities to subscribers who are in arrears for their subscriptions; they are not subscribers. Neither are they valuable to the publisher, otherwise than as circulation extenders by whose help he can get enlarged prices for advertising.

"Upon the advertiser the delinquents are a fraud and essentially a false pretense.

"If they can't or won't pay the subscription price of their newspaper or magazine, they can't and won't pay for an article that may be advertised. They who take a paper and decline to pay for it are no good in the business sense, and all of that sort of circulation the advertiser pays for is so much money thrown away.

The plea that the Postoffice Department ruling interferes with the right of the publisher to extend credit—after the fashion of the butcher, the grocer, the tailor or shoemaker—is all nonsense. The Postoffice Department ruling only refers to carriage in the mails. The publisher who wants to extend credit to non-paying "subscribers" has only to deliver papers as his fellow business men deliver merchandise and he can extend all the credit his fancy desires or his business can endure.

The publishers who want second-class mailing privileges are asking for what other people don't have and what a "square deal" doesn't include and a service which they don't in any way earn or deserve. When they go to the extent of begging for this second-calss transportation "right" on delinquent subscribers, they are asking the government to help them to impose a fraud upon advertisers—for, though the delinquents may swell subscription lists, they are certainly no benefit to those who pay for live publicity."

Such was the view early taken by the majority of the publishers of trade newspapers in the United States. I am confident that this is also the view entertained by the right-thinking members of this Association and that your action will be in line with ours, and with the action of many of the state editorial associations.

A vast amount of advertising has been placed solely on the basis of big circulation figures. These circulation figures have in many instances been based on delinquent subscribers, plus the sample copy privilege. The existing regulations, when uniformly enforced, will put circulation on an honest basis. The advertiser will pay for what he gets—and what he gets will be of real value.

Trade newspaper circulation does not run into big figures. Neither does the circulation of the country weekly, or the daily newspapers published in any save the great centers of population. But in each case the circulation is specific. The trade paper which covers its field, if its circulation be no more say than a thousand, is the most valuable medium available for the kind of advertising it seeks. The local paper which covers its field and is paid for and read, and trusted and believed in, will pay the advertiser better than the general medium which covers the earth and makes a statement of circulation which runs into six figures.

Have I made it clear how much there is in common between the papers which are represented in this organization and the papers which are gathered in the organization of

which for the time being I chance to be the official head? Together it should be our common aim to preserve, promote and protect the unit in trade, in commerce, in manufacture and the unit in our national life and prosperity—the home, the village, the town, the moderate-sized city, the great trade center. And I believe that we can make claims as we pass for the efficiency of specialized circulation in campaigns of publicity which cannot be successfully controverted, because these claims will be based on an honest foundation.

THE MISSOURI UNIVERSITY SCHOOL OF JOURNALISM—WHAT AND WHY

ADDRESS BEFORE THE NATIONAL EDITORIAL ASSOCIATION AT ST. PAUL, BY WALTER WILLIAMS.

THE State University of Missouri at Columbia has established a School of Journalism. This school is for the training of journalists in the broad sense. The word journalist is not held in high esteem by some newspaper folk—and I confess to being one of those who thus regard it—but there is no other word which is broadly expressive, including editors and reporters, correspondents, and publishers, magazine writers and illustrators—all who are employed in the service of the public by contributing to journals of any description. Other words are narrow and limited. The word journalist is broadly comprehensive.

The school will be opened for the first time next September. It is co-ordinate, equal in rank, with the schools or colleges of Law, Medicine, Engineering, Agriculture and the Teachers' College. The requirements for admission to the school will be the same as to other departments of the University. It will have a four years' course and will confer one degree, Bachelor of Science of Journalism.

The Missouri University's School of Journalism will be the first of its kind in America. Other universities have given instruction in journalism wholly by lectures. This has been done with some success in Kansas, Nebraska, Illinois, Wisconsin, Michigan, Indiana, and in universities further east. The new departure adds the laboratory to the lecture method, the clinic supplementing the class-room. It applies to journalism the same methods of instruction that have proved successful in teaching law and medicine, agriculture, engineering and education. It trains to do by doing. The new method loses none of the value of the old. It adds to it.

The distinctive feature of the University's School of Journalism, aside from its recognition of journalism as a profession, is this employment of the laboratory plan. There will be issued each school day a newspaper—not a college publication, but a general newspaper, small but well balanced, upon which the work—other than the mechanical—will be done by the students under the supervision, direction and instruction of the instructors. In this way actual, practical training in newspaper-making will be given. If the instruction is faitful and efficient, the students taking this work will certainly be better equippetd for success in journalism than those who have not had such training. In the conduct of the newspaper, assignments will be written, telegraphic news edited, exchanges read, advertisements prepared and every department conducted as in the office of the large daily, as well as the country weekly journal. In this way the practical laboratory work will be applied to journalism, as it it has been with such large success to the teaching of law and medecine and education.

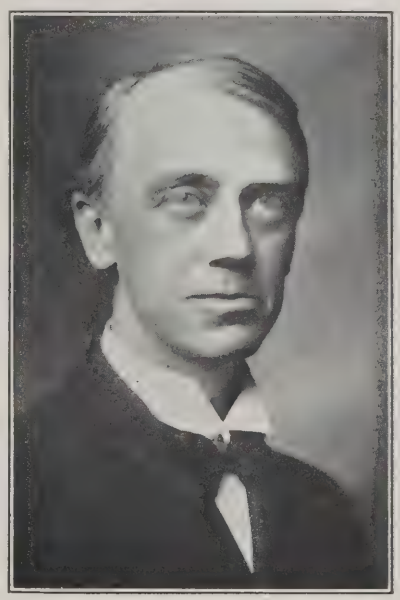
In addition, courses will be given in English, History, Economics, Sociology, Psychology, Logic, etc., fitting the prospective journalist for the highest service in his profession. Courses will be given in Illustrative Art, looking towards cartooning, general illustration and magazine illustration. A course will be given in the libel law, discussing the freedom of the press, privileged publications, and all features of the law as it relates to newspapers. The course will cover four years, and a degree, Bachelor of Science in Journalism, will be given. A student may take a combined course covering five years, in which he will complete both the course in the College of Arts and Science, usually known as the academic course, and also the professional course in journalism.

No other school of journalism in America is planned upon these broad lines, nor in accordance, as this has been done, with modern thought in education

Three objections have been urged against schools of journalism. It is believed that none of these objections can be successfully maintained against the proposed school in the University of Missouri.

It has been said that journalists need no training. The claim is made that the reporter, the editor, is born, not made. It is urged that there is something mysterious about newspaper work which only those divinely inspired may know. This was said formerly about lawyers and doctors and preachers, and indeed the followers of every vocation. It is no more true of journalism than of any other occupation. He who has a pronounced, natural bent toward any particular work, will, of course, do better work than he who is not so inclined by nature and temperament. It does not follow, however, that training is unnecessary to the highest equipment. The School of Journalism does not purpose to make journalists any more than the school of law makes lawyers or the school of medicine makes doctors. It merely purposes to take students who wish to enter upon the calling of journalism and to give them the broadest and best training and equipment for their life work. It is absurd to suppose that an untrained, uneducated, unequipped man can be as successful in journalism as one whose training is broad, whose knowledge is large, whose clearness of vision has been increased and whose equipment in general has been enlarged by training in the school.

The second objection urged against the school of journalism is that Journalism can be taught only in a newspaper



WALTER WILLIAMS,
COLUMBIA, MO.

office and not in a school. So be it—but if the school of journalism is also a newspaper office, then this objection is without weight. It is this that is proposed in the University of Missouri. The same training which a student has in a country newspaper office, the best of all practical newspaper training, will be given in the University's School of Journalism. He will have, in addition, the care and thoughtful direction of instructors, whose instruction is not interfered with by constant interruption and who have for their only aim the training of students under their charge to the largest usefulness. It cannot be possible that any objection based on the antipathy to an unpractical school can apply to a school conducted on the proposed laboratory plan.

The third objection is directed against the state's support of higher education. Here and there the opinion is yet expressed that the state has no right to train men beyond the so-called common branches. Certainly, it is said, the state should not undertake the making of lawyers or doctors or editors. This objection is gradually disappearing as the demands of the complex life of the present increase. State aid to higher education is no new thing in America. It was Thomas Jefferson who first proposed and urged upon the Virginia legislature the establishement of a state university, where training should be had in all professions and branches leading toward the highest usefulness to the state. Mr. Jefferson, the apostle of personal freedom and champion of minimized government, was the Father of the State University. The General Court of Massachusetts appropriated money for Harvard College to instruct in higher education years before John Harvard gave to that great University half his fortune and his name. Every state since the Northwest

Ordinance of 1787, inspired by Thomas Jefferson, has come into the federal union with solemn pledge to establish and maintain a central seminary of learning for higher education. The argument for the state's support of education is that of self-preservation. Where there is no open vision the people perish. The state supports schools that the products of the school may uphold the state. Training is given to teachers that these teachers may conduct and maintain schools. Training is given to physicians that they may save the lives of the state's citizens; to lawyers that they may protect in the courts of the state the property rights, liberties and lives of its citizens. Shall the state not train in its schools for journalism, the profession that, more than any other, is the bulwark of a free government? Modern conditions have made necessary the maintenance of a free press under the control of men equipped for larger service to the commonwealth. This training cannot be secured adequately save in properly conducted schools. If the press is not controlled by men thus trained the state suffers. A weak, cowardly, corrupt press means the down fall of a free state. It is the duty, therefore, of the state to maintain itself by the fostering of schools for the training of men who will maintain it.

The Missouri University's School of Journalism does not intend to make journalists. It could not do so if it so desired. It can, however, train for journalism and this is the purpose of its establishment. The success of the school depends to large extent upon the sympathy, the kindly criticism and support of the members of the newspaper profession. Its success means the dignifying of journalism, the strengthening of the arms of those in the profession who would strike at iniquity entrenched, the furnishing of the young journalists with equipment for the largest service to the state. Surely in such purpose it will receive the cordial support of the men who, like myself, have had to pursue difficult, though fascinating, work without the training that such a school could give. We know that equipment early obtained would have enlarged our usefulness and strengthened our ability to serve. We would give such equipment to the children of the commonwealth who are to come after us.

Upon the doorway of a Yale dormitory is graven broad and large: "For the bringing up of men who shall be of service to the state." Upon the gateway to Columbia University, on Manhattan Island, is written: "For the advancement of public good and the glory of Almighty God." In larger measure even than the obligations thus nobly set forth, that rest on Columbia or on Yale, rests the obligation upon the University of the State. Surely, surely, a State University is for the bringing up of men for the service of the state, for the advancement of the public good, and for the glory of Almighty God.

And this, Mr. President, Ladies and Gentlemen, is the high purpose of the School of Journalism of the University of Missouri.

NEWSPAPERS AND ADVERTISING

BY GEORGE FRENCH, BOSTON, MASS., EDITOR PROFITABLE ADVERTISING.

GENTLEMEN OF THE NATIONAL EDITORIAL ASSOCIATION:—

THE almost incidental mention of a circumstance bearing upon the attitude of many weekly and small daily newspapers toward the advertising problem, in a letter to Mr. Herbert, brought from him the suggestion of the topic which stands as the excuse for this paper, which essays to be no more than an introductory paragraph to the discussion which I hope will follow it.

The circumstance referred to was not novel. If it had been there would be no occasion to discuss it, or refer to it.

There had been a proposition sent to a list of papers, calling for the insertion of an advertisement of some eight or ten inches, double column, upon the familiar basis of ten per cent, or it may be more, of the returns from the paper's territory, in the way of payment. And a very large proportion of the papers addressed had accepted the proposition.

This sort of thing is not new or novel. It is being done regularly. And a great many newspapers are regularly accepting such propositions despite the fact that they do not get adequate compensation for the space given. I believe that in a majority of casses they get nothing.

Now, the point is not that generous publishers are willing to *give* their space to shrewd advertisers. They have a right to do that, if at the same time they meet their payrolls and discount their paper bills. It is not open to us to question any man's philanthropic impulses. But this incident, which is but one of many that I could mention, and would but for the fact that each one of you is ready, and able, to mention as many as I can, and all of them different from mine, has a deeper significance than it's effect upon individual publishers. You all know that this practice is one of the more reprehensible among the business sins that have yet some countenance in some of your offices.

The fact that unscrupulous advertisers can persuade publishers to take from their shoulders the burden of advertising, and can continue to work the same old frazzled game, year after year, on the same papers, is clearly indicative of a condition that is worthy of the serious attention of this assembly. It is, in fact, worthy of the earnest labor of your *whole session,* if through that sacrifice the publishers of America may be persuaded to apply the remedy to a canker on the body of this great business of advertising.

How shall the publishers be induced to esteem their wares to be worth the price they demand for them?

If advertising space in the papers has *real value,* it is inconceivable that it should be bartered, as it often and persistently is.

If we are justified in demanding of *some advertisers a* fixed price for our space, it is as certain as any proposition in finance or ethics that we have no right to let *others* have that space on any different terms.

When a publisher accepts a contingent rate for space, and that contingency is based upon conditions that have proved to be to his disadvantage, he is not only cheapening his wares, and giving away space, but he is defrauding every advertiser who is willing to pay cash.

It would be as right and sensible for the grocer to exact the proper price of a barrel of flour from one customer, and sell to another upon the promise that, if in taking the flour home a golden double eagle is found *in the road,* ten or twenty per cent of it will be given to the grocer.

This seems ridiculous, but it is not a whit more so than the so called "contracts" made with these advertisers who wish to pay a proportion of the returns received from the paper's territory.

The Federal Court of Appeals in Chicago touched the quick of the matter, in the decision in the Munsey-Monon case, brought to determine whether railroads may give transportation for advertising space, despite the prohibition of the Interstate Commerce Commission. Judge Crosscup did not touch upon the *merits* of the matter, because the publisher had not shown that his advertising space had such definite value as could be recognized by the court, and because the railroad did not provide in the contract that it should receive an equivalent for the transportation issued.

This custom of giving away space in newspapers suggests the whole theory and practice of advertising as it concerns the newspapers. It suggests their power as advertising mediums, and it suggests the extent to which they have realized their opportunity.

I am not inclined to elaborate the fact of the vast influence of the newspapers as advertising mediums. You all know that, and if you do not you will be told by other speakers, here and elsewhere.

I do not wish to pose as a critic of the newspapers. But it is well that we sometimes pause long enough to consider those things that we may do, but do not; some of the things that will help us to better fulfill the mission to which we all know so well we are called.

The newspaper is one of the great formative forces of the civilization of the age. It is also one of the greatest forces for the development of business. It is capable of *making* business—creating new industries, and extending and widening old ones. It has come to be a necessity in the promotion of business. Without it, much that is, could not have been. Without it, life would dwindle and lose its savor.

Advertising is the telling to many men what one man has to sell, and the invitation to buy.

Even as we despise the man who will lie in a horse trade, so ought we to look upon the man who falsifies in his advertising.

It is a man-to-man affair, and it should partake of that honor which we esteem one of the common virtues between man and man. A man, be he horse-jockey or be he advertising manager of a newspaper, has no right to tempt others to their loss.

That advertising in newspapers should be honest—the honest offering of honest goods—seems to be in the nature of a self-evident truth.

A newspaper is a sort of common carrier, despite the fact that some of the courts have ruled that, as a matter

of law, it is not. It is the open road to business success, so far as the advertising sections are concerned.

Like other common carriers the newspaper should have no favorites, nor admit to its thoroughfare any foot-pads, or highwaymen, or robbers of any kind. It owes it to the people who buy it, that it will not wittingly deceive or mislead any one of its readers. It has no right to lend itself to the promotion of *any* business which it has cause to believe to be against the interests of its readers, or any of them.

This is all trite. You all know it, and you all agree with it. But it is only of late that it has become well known that in the business of publishing newspapers it pays to be square with the readers— that the best advertising policy for any newspaper is that policy which lends itself to the interests and the betterment of its readers. Not only is honesty the best policy, but it is the *only* sensible and paying policy.

Honesty in this connection means not only the refraining from the publishing of *questionable* advertising, not only the placing of a fair valuation upon the advertising space, and selling it to all upon the same terms; it means the adoption of a policy that shall place the interests of the readers ahead of all other considerations, and shall make it so evident that all who read must understand it and acknowledge it.

Do not forget that I am speaking of the policy that is best for the *advertising* interests of the paper—the policy that has to be relied upon to produce the revenue.

You wish for specifications, and it is right that you should demand them. Let us, then, glance for a few moments at some of the policies that make for the paying paper.

The most important thing to be done to make your newspaper yield a large advertising revenue is to make it a better paper, in an editorial sence. Nothing whatever is to be placed ahead of this. Do not think *at all* of your *advertising* until you have made your paper a part of the town, a part of the people. Do not fear that you will make it too good, or give too much local news. You cannot do that. But you will find that as your paper gets to be a *better* paper it will be easier to get advertising for it, and you will be able to get better prices for your space.

When you have got your paper up to an editorial excellence that is near to what seems to you the maximum, do not cease endeavors to make it still better. It is always possible to improve, though it is not possible to improve a local newspaper so much or so rapidly that the dividends will not be declared by the advertising department.

Yet when you are ready to look for those dividends it will be well to consider if you and your advertising assistants, fully understand the advertising problem. If you do not, pause a little and study it.

You cannot play on a piano, even a player-piano, until you know something about the instrument and something about music; and the more you know about music in general the better you can execute the piano music.

So the more you know about *advertising* in general the easier you can get advertising for your paper.

Take the stand that advertising is the greatest creative business force in the world. You cannot take a position that is too exalted.

You will not be likely to over-estimate the importance of this business.

The more you look into it the greater it becomes. You will get the idea that advertising is one of the biggest and finest among the professions. It is.—Stick to that idea.

No other profession offers to the big man the big opportunity that advertising offers— a big opportunity for big business, and a bigger opportunity to assist and benefit his fellow men.

Do not forget, or deny, that advertising is an art, and that for the successful practice of that art there is opportunity for the display of all the ability, the learning, the shrewdness, the humanity, that a man can acquire.

There are no men too big to be good advertising men.

There is a large body of special knowledge for the advertising man, and the more he knows of it the better business getter he will be.

Do not forget that we claim that advertising is a science, and that to make the claim good we must *treat* it as science, *study* it as science, and *practice* it as a science.

What would we think of a man who assumed to practice law, or chemistry, or physics, or engineering, after having studied no more than we advertising men study our science?

As a matter of fact, advertising is not a science in the sense that these callings are sciences. We are making the experience upon which the science of advertising will sometime be based. But that makes it even harder for the advertising man to qualify to practise his art.

A GROUP OF N. E. A. DELEGATES AND THEIR FRIENDS

1. Chas. C. Overton, Coney Island, N. Y. 2. Mrs. J. E. Junkin, Sterling, Kans. 3. Mrs. J. Irving Steel, Pennsylvania. 4. Irving Todd, Hastings, Minn. 5. Mrs. J C. Oswald, New York. 9. Mrs. F. O. Edgecombe, Geneva, Neb. 10. E. A. Noyes, East Greenwich, R. I. 11. E. H. Pierce, Revere, Mass. 12. Mrs. E. H. Pierce, Revere, Mass. 13. H. C. Paddock, Arlington Heights, Ill. 14. Wm. H. H. Judson, Bessemer, Ala. 15. E. L. Purcell, Fredericktown, Mo. 16. L. E. Hunt, Monongahela City, Pa. 17. Mrs. E. L. Purcell, Fredericktown, Pa. 18. Wm. S. Ray, Harrisburg, Pa. 19. Mrs. H. G. Zimmerman, Dows, Iowa. 20. Mrs. Ben F. Wood, Laredo, Mo. 21. Caroline A. Huling, Chicago, Ill. 22. P. N. Mason, Buda, Ill. 42. C. E. Nevin, Laurel, Neb. 43. F. O. Edgecombe, Geneva, Neb. 44. Tyler Edgecombe, Lincoln, Neb. 45. A. E. Stetson, Neponset, Ill. 47. B. S. Herbert, Chicago, Ill. 48. Miss Amos, Sidney, Ohio. 49. Mis Thomas, Beaver, Okla. 50. E. O. Rose, Angola, Ind. 51. Dietrick Lamade, Williamsport, Pa. 52. Chas. E. Hull, Salem, Ill. 53. H. G. Zimmerman, Dows, Iowa. 54. Homer Amos, Sidney, Ohio. 66. J. H. Simms, E. Liverpool O. 67. J. S. Daley, Dublin, Tex. 69. W.G. Purcell, Broken Bow, Neb. 70. Marietta Purcell, Broken Bow, Neb. 71. H. M. Wells, Crete, Neb. 72. O. D. Schock, Harrisburg, Pa. 73. Mr. Lamade, Jr., Williamsport, Pa. 74. A. N. Pomeroy, Chambersburg, Pa. 75. Albert Tozier, Portland, Ore. 76. J. C. Oswald, New York City. 77. John Dymond, New Orleans, La. 78. Will A. Steel, Seattle.

When advertising experience and observation become systematized into a science, and there are text-books for the learners, the matter will be the more simple, and easier. Now the advertising man must study many things in order to get that which he needs for his practise.

I want to say a word here about the facilities for the education of the advertising men of the newspapers.

Advertising has been self-taught, or learned from men who have been self-taught.

The pedagogy of advertising is in a very ragged-edged condition.

There are schools, and there are books. But there is no book that is adequate for a text-book, and there is no school that offers an adequate course of instruction.

All of the so-called correspondence schools give instruction which has some value, though the method of some of them, and the point of view of others, make the instructions they give of very little use to the beginner, if not a positive harm.

So far as I am acquainted with these schools, they all teach something of the methods of getting and prepairing advertising, but very little of the science which underlies advertising, or the art that is at the base of the practise of advertising.

Most of them begin instruction at the point which should be placed at the end of the course of instruction. They all show *how* to do certain things, but not *why* these certain things should be done.

Their practise is as though the beginner in mathematics should be shown the process of working out a problem in quadratic equations before he had learned to add and subtract simple numbers.

These schools teach rank heresy, so far as their instruction in printing goes. They do not know much about printing, and they lead the student into strange by-paths.

There is, I am sorry to be obliged to say, no *adequate* school for the instruction of advertising men. Neither is there any text-book.

The student must depend upon himself, and the training he gets in the actual work. There are several books that give some valuable instruction, but none of them is in any sense comprehensive, and none of them is free from grave error and inexcusable omissions.

Not individual acquaintance, but people in the general sense.

If the advertising man knows *how* the people he must deal with think, and *what* they think, he has the biggest asset of the business.

The greatest proportion of the knowledge needed by the advertising man is to *know people.*

All his work is to *persuade* people. He cannot do this if he does not know how the minds of the people work.

This is Psychology, the psychology of advertising—which is precisely the same as the psychology of anything else.

Do not let this word trouble you. It is too big for the thing it fits in advertising, but it is all we have.

The study of psychology, to the extent it can benefit the advertising man, is a delightful recreation, and leads only into matters that help him, make him a better business-getter, and withal a better fellow. It will do *all* of you good, and will help the bank account of *some* of you.

If I were a newspaper publisher I would never permit an employe to ask a merchant to buy space in my paper. I am opposed to the sale of space. I am opposed to the asking of anybody to buy space. I am opposed to that view of advertising. I am opposed to allowing an advertiser to think that he is buying space. He should be sold *business.*

The advertising man should sell *business.* It is *that* which is put in the space that is of value. It is *that* which we sell. It is *that* which the merchant buys.

It is the part of the newspaper to sell *business,* not space.

The advertising man of the paper must be able to go to the merchant and say to him, "We are able to increase your *business.* If you will co-operate with us we will guarantee results; and we will claim but a moiety of the profits, giving you the largest proportion."

The advertising man must be able to make good on this proposition. It is the only legitimate advertising.

When we go to the merchant and ask him to buy *space,* we confess that we are not sure that the money expended in that way will be well invested. We say, in effect, that we want *money,* and that if the merchant gets benefit it will be because he is able to do the work that we ought to do, in the way of utilizing the space we want him to buy.

I do not mean, of course, that the advertising man should always write the copy for the merchant, or make his plans. I mean that he should be *able* to do it, and should regard

AT ST. PAUL, MINN., TUESDAY AUGUST 18, 1908

23. Mrs. Estelle Ryan Snyder, Maywood, Ill. 24. Mrs. H. B. Varner, Lexington, N. C. 25. Nancy Maxwell, Fulda, Minn. 26. Mrs. Ross L. Hammond, Fremont, Neb. 27. Mr. Ross L. Hammond, Fremont, Neb. 28. W. M. Glenn, Syracuse, Neb. 29. Wes L. Robertson, Gallatin, Mo. 30. Jasper Collins, Carthage, Tex. 31. J. C. Montgomery, Greenfield, Ind. 33. Ben F. Wood, Laredo, Mo. 34. John Redmond, Burlington, Kans. 35. Mrs. Dean, Chicago, Ill. 36. Miss Colby, Chicago, Ill. 37. Mrs. Rose L. Colby, Chicago, Ill. 38. Mrs. Diehl, Monmouth, Utah. 39. I. E. Diehl, Monmouth, Utah. 40. Miss Bott, Tell City, Ind. 41. Mrs. Sallie A. Moses, Minneapolis, Minn. 55. Susan Wood, Laredo, Mo. 56. J. A. Maxwell Fulda, Minn. 58. Mrs. Wes L. Robertson, Gallatin, Mo. 59. H. C. Miller, St. Peter, Minn. 60. Mrs. Jasper Collins, Carthage, Tex. 61. Geo. W. Hughes, Clinton, Ill. 62. Miss Lena Miller, St. Peter, Minn. 64. Mrs. Redmond, Burlington, Kan. 80. H. B. Varner, Lexington, N. C. 81. P. V. Collins, Minneapolis, Minn. 82. Wm. A. Ashbrook, Johnstown, Ohio. 83. B. B. Herbert, Chicago, Ill. 84. Orno Strong, Tacoma, Wash. 86. W. B. Frost, Providence, R. I.

that as the better part of the ability to get advertising for the paper.

If the merchant is prepared to write his copy, and make his plans, the only thing for the paper to do is to sell him space, but it may and should be assured that there is no way neglected by which it can strengthen the campaign.

While there will always be business men who advertise in newspapers who will do nothing but fill their space, the newspaper will not be wise to depend upon them, nor to encourage more to adopt that policy.

To sell advertising in this way requires more brain and effort, but the reward is so much greater that no live newspaperman should hesitate to make the choice.

Another way in which the newspapers can increase the efficiency of their advertising is by improving their *typography,* especially the typography of the advertisements. This can be done without much expense. Like the soliciting of advertising, it is all in knowing what needs to be done.

I do not like to criticize the printers, because I am always very proud to advertise the fact that I have been a printer for many years, and know how it is. But the printers of to-day are not as well grounded in the art as they were a generation or so ago. They ought to take a higher view of their vocation. It is an *art.* It should be *studied* as an art.

The printer who knows enough about art to appreciate what art can do for him is far on the way toward the best education that a printer can have. Especially ought the printer who sets *advertisements* to know about art.

With art and two fonts of type the knowing printer can make a better advertisement than can be made from all the type in a type foundry, if the compositor does not know those principles of art that are of use to him.

An advertisement set according to the principles of art, without extra labor or material, is many times as attractive as one set *without* reference to those principles. And the more attractive the advertisement *is* the more valuable it is to the advertiser and to the paper.

As I said about psychology, the things about art that it is essential for the advertising typographer to know are simple and few. They are the chief rules and tenets of composition (in art), such as harmony, balance, proportion; and in general, such things as color, light-and-shade, and some others in lesser degree.

These are not difficult to learn, nor hard to put into all work that is done for advertisers. They give the printer more power.

If even one of you were to put these hints into thorough execution in your own work in setting advertisements you would find that the advertisements in your paper would look much more attractive to you, and to every reader; and therefore would be more valuable to the advertiser.

In this connection I want to say a word of the newspaper as a whole—as a big advertisement for the publisher, and plead for a better and stronger typography for it, as a big advertisement in itself.

While many papers are very handsomely printed, many of them are not built upon any consistent scheme looking to make them effective and harmonious. A number of good advertisements do not, when put together, make a handsome paper. There must be some harmonious plan. Some papers have a good plan for the harmonious handling of the reading matter sections, but dump the advertisements in any way.

The advertisements cannot be handled as easily as the reading matter. There are the wishes of the advertiser, and he often prefers the worst typography, because it makes his advertisement distinctive.

But much can be done, and done to the advantage of the advertiser.

Type can be used in series, and some care in placing advertisements will result in harmony and balance, and help the tone of the page.

All of these points should be studied, in order that there may be a paper so handsome and agreeable to the eye that it will help the advertisements.

Think of the newspaper page as one big advertisement, when it is being made up, and place the advertisements so they will help the illusion.

Have the advertisements set with reference to the place that they are to occupy, if they have position, and with reference to the advertisements that are to be placed along side of them, and over and under them.

If the advertisements that are to surround the one in hand are strong toned, do not make the new one light, but preserve the tone of the page and get the necessary distinction by varying the type-scheme; by using a series of italic, perhaps, or by using a border and a band of white space.

There are many ways to get the effects. The great thing is to impress your printer with the necessity for them.

I would like especially to call your attention to the fact that of the really attractive and well-set advertisements appearing in most of the large papers, a large majority are set by the agencies, or are designed by the advertising managers of the big general advertisers and set by job printers.

But very few of the good advertisements come from the composing room of the newspapers.

This is, it seems to me, a discouraging fact. It ought to be the newspapers that should lead in the matter of typography for the advertising.

Here is a field for the papers to win for themselves distinction and favor. Let them take this matter of typography up in earnest. Let the owner look into it, and then let him take his printers and endeavor to imbue them with the idea that there is in type possibilities that they do not now realize.

The typography of a great majority of the newspapers is far below the possible mark of beauty and power, and needlessly so.

I might go on with these particular things which tend to help the advertiser, and therefore the paper, but always I should have to return to the proposition I opened with—that the greatest thing publishers can do to raise the standard of their advertising, and increase the bulk of it, is to become convinced of the legitimacy and value of their propositions, and to place all of their methods and terms upon the solid business basis of value for value.

If you have a paper worthy of a name, and it makes enough money to enable you to attend the meetings of this Association, besides paying the household expenses, it is worthy of your respect.

If you expect advertisers to look upon your business as a business proposition, you must so regard it yourselves.

If you allow advertisers to beat you, you will be the victim of the gentry who want to get something for nothing.

It is the fault of the publishers that fake advertisers are allowed to beat them, and rob their readers. There is no law anywhere compelling publishers to accept a proposition of the character of those referred to. There is every good reason why they should not be accepted—yet hundreds of the publishers accept them.

What is to be done? The dignity of the profession suffers, and every member of it suffers in his purse. But what is to be done? Talking will not abolish the abuse. This discussion will not reach the men who are at fault. I cannot believe that any of you are so unwise as to accept the fake orders alluded to.

Why should not this convention appoint a committee to formulate a code of newspaper practise, present it here next year, discuss it, and then urge its acceptance upon every publisher in the country; and never quit urging it upon them until they do accept it?

I wish that I were able to urge this upon you in person, but I suggest it for your consideration.

SUCCESSFUL METHODS FOR EVENING NEWSPAPERS

A PAPER PREPARED FOR AND READ AT THE ANNUAL MEETING OF THE NATIONAL EDITORIAL ASSOCIATION AT ST. PAUL, MINN., AUG. 18, 1908, BY FREDERICK P. HALL, PUBLISHER OF THE JAMESTOWN (N. Y.) EVENING JOURNAL.

THE production and marketing of newspapers calls for methods as systematic and scientific as those which bring success to the manufacturer of cloth, furniture or other goods in general use. The large city papers have to employ a large and well organized staff to produce the publication and an equally large and well organized one to promote its sale and dispose of its advertising space. The newspaper in the smaller cities and villages correspond to the manufacturer with a restricted field and the necesity of well considered methods is just as important.

In discussing the subject of Successful Methods for Evening Newspapers—applied as well to morning newspapers—I am going to take up first the matter of accounting. No newspaper can be scuccesful for an extended period of time if this department is run in a lax manner. In the past, the newspaper publisher in the smaler cities and rural communities, has been looked upon as an impecunious individual, for the reason that

he has been slip-shod in the matter of the collection of his accounts and the payment of his bills. There has been an improvement along these lines of late years, brought about by discussions in the numerous press associations and trade publications, but there is still room for improvement, according to the testimony of advertising agencies who have dealings with all classes of newspapers. A good bookkeeper is an important adjunct to any well regulated newspaper establishment. The system of accounting should be double entry and the expenditure and receipts clasified to show by comparison with any period, a growth or shrinkage, in the various departments. In no other way can a publisher know that his business is in a healthy condition and where to apply remedies in case of necessity. The growth of a business calls for a gradual evolution in the bookkeeping system. The accounting in the offices of metropolitan newspapers includes the measuring and recording of the various classes of advertising in the columns of their competitors, but the majority of publishers in the small cities find employment enough for their office force in making their own calculations, without taking on the arithmetic of their neighbors; but it not infrequently happens that it is easier to secure an order, for the copy of an advertisement which your competitor has worked up, than to develop a customer yourself. It is therefore a wise plan to watch the advertising columns of your contemporaries even if you do not take the trouble to measure them.

I have talked with many publishers of small city dailies who have deferred adopting the double entry system of bookkeeping in the belief that it was complicated and entailed extra labor. Any competent accountant can lay out a double entry system that can be carried with as little labor and infinitely more satisfaction than the simplest single entry. It is only a question of adapting the bookkeeping to the business. If your books are well and carefully kept, your customers will have confidence in your bils as rendered. Many publishers require regular reports from all departments of the office. I

Frederick P. Hall
Jamestown, N. Y.

believe it is a good thing, if not over done. but I have seen employees spend time in the preparation of detailed reports that was out of all proportion to the value of the document when completed. Employees are stimulated to do more and better work if they know that the record of it reaches their employer and for that reason a system of reports is to be commended.

The newspaper of which I am the publisher, is printed in a city of about 28,000 population. It has a daily edition with a circulation of 4,000 copies per day, almost entirely within the city of publication, or its immediate suburbs, and puts out a tri-weekly with 5,700 circulation on rural routes and in surrounding villages, altogether an exceedingly loyal and high class constituency. It may interest you to know that the tri-weekly edition maintains its large circulation from year to year without the employment of a solicitor or canvasser and collects its annual subscription price of $1.50 by mail in advance. This has been brought about by a follow-up system of notifications and the education of its subscribers to the pay-in-advance plan. The character and standing of the newspaper—one of the oldest in the county—has been a big factor in the success of the plan. No premiums or prizes are ever used, but about one hundred country correspondents supply the local news of the various communities. We think so much of our country correspondents that we entertained them at dinner and the theatre not long ago and seventy-five of them responded to the invitation. This gathering brought out the fact that our high regard for them was reciprocated, through the many expresions of good-will and interest in their work, heard at that time. The *Tri-weekly Journal* succeeded a few years ago a semi-weekly edition which in turn grew out of a weekly issue, an evolution born of a desire to give the readers much for their money, and keep them out of the clutches of the larger city dailies at low subscription prices, and maintain a fair subscription rate for our own daily in Jamestown and immediate vcinity. The plan has been successful and many farmers declare they prefer the tri-weekly to a daily, on the ground that in their busy season they begrudge the time to read a daily, but every other day they can take up the *Tri-weekly Journal* and be in possesion of the news of the world and their own locality with the consciousness that they are not, to exceed one day, behind time. This is thrown out as a suggestion to other daily newspaper publishers with weekly or semi-weekly editions.

Within the city *The Journal* finds it desirable to promote the circulation of its daily edition by an occasonal canvass, but it avoids as far as posible the methods which are used with more success in many other cities. I refer to premiums and voting contests. The situation is helped somewhat by the fact that its competitor, in the morning field, has sane views on this subject. If one paper indulged in these plans of promotion of circulation, the other would no doubt be forced to take it up in selfdefense. It has always seemed to me that the small city daily paid pretty dearly for circulation gained this way. Within the month I have read the statement of a publisher—and I must concede that he is a successful one, too—to the effect that he paid out for prizes and commissions in a voting contest the sum of twenty-nine hundred dollars and gained 1,013 new subscribers, the majority of whom were in the country with the less likelihood of becoming permanent. The amount taken in was a considerable sum, but it represented largely advance paid subscriptions, gathered from the well-to-do class who pay anyway. I would not give ten per cent commission to have all my subscriptions paid in advance, because as a matter of fact, with a proper system, it does not cost that to collect them, including all losses. A promoter of the voting contest once said to me, that he found that the majority of daily newspapers were willing to give up 25 per cent commission for the collection in advance of their subscriptions, as experience had shown them they could not net more than 75 per cent of their collections after deducting losses. It seems to me this shows poor management.

If a publisher can hold a large percentage of the new subscribers obtained through contests or by premiums, it is a winning game, but names obtained in this way are likely to forsake you when your competitor offers a similar inducement and it is a case of pulling from one list to another. The big papers must do this sort of thing to maintain the large circulations which justify high advertsing rates, but the papers of the smaller cities can not increase rates much on the strength of a forced circulation of a few hundred, and the education of your constituencies to expect gifts, and other forms of inducement to subscribers, will not help to a high opinion of the paper itself.

A newspaper with character and circulation will naturally attract advertising in this age of publicity, but its volume can be materially increased by a capable solicitor who can, when called upon, help prepare copy and suggest methods. The old plan of fixed space is rapidly giving way to open space contracts, with the result that a publisher must be prepared to expand his paper from 8 to 10, 12, or 16 pages on short notice, to meet the demands of advertisers. Every progressive publisher in a live city of 25,000 or more inhabitants should have the press facilities to meet these demands. Six years ago *The Journal* was printed on an 8-page Scott perfecting press which gave the highest satisfaction in its performance but it could not deliver 10 pages when wanted and it was thrown out to make way for a Goss, capable of 8, 10, or 16 pages, and from that time we have had the elacticity to take care of anything in news or advertising that comes along. Seven-eighths of the time we run 10 pages on our daily edition, the other one-eighth is divided between 12 and 16, with an occas-

ional 8 page issue. Our advertising rates are moderate—less than those of many papers of no more circulation, but we are glad to have our advertisers feel that they are getting good value and I think they realize that we are always impartial in our treatment of them. We do not include free reading noticies with display contracts or free papers to the homes or business places of our advertising patrons. The fact is, it has been my observation that people do not value highly that which is free—with the possible exception of railroad transportation.

A prosperous newspaper should be housed in a good building of its own. Thirty years ago The Journal built its first building, a three-story brick structure, 24X77 feet in size. Fifteen years later it was forced, by lack of room, to build an addition of the same size on an adjoining lot. Las year it built a reinforced concrete building with exposed and connecting doors and windows of metal and wired glass, thoroughly fire proof, four stories and lighted basement, with elevator and modern electrical equipment throughout, and never before has the establishment handled its business with the comfort and satisfaction that it does today.

After all has been said about methods, plant and building it is men who count most for success in the publication of a newspaper after all. It has been my good fortune to have as associates, as foremen and employees in various capacities, at different times, many exceedingly earnest and loyal men, and it gives me great pleasure in closing this somewhat rambling paper to record this tribute to their helpfulness in building up the business of which I have the honor to be at the head.

PRINT SHOP SUGGESTIONS

BY A. D. MOFFETT, DAILY RECORD, ELWOOD, IND.

I AM well aware that I can not present anything new about a printshop to this company of experienced men but by reason of a sharp and sometimes bitter personal experience a few facts seem to me worth discussing in this round table talk, though they are not new or original.

It goes without saying that the first requisite of a good printshop is good machinery. Here as elsewhere it pays to have the best. A lesson that I have learned by a bitter and expensive experience. Time, labor and money, to say nothing of profanity and ill feeling between workmen and employer may be saved by the right kind of machinery skillfully adjusted in a properly lighted, well ventilated, comfortable room.

In recent visits to many printshops I have been surprised to find so few and, in my opinion, well equipped.

Many an editor who calls his printers blacksmiths, would do well to acquaint himself with the tools of the craft and try the same men with a really good newspaper press.

This is not to say that all printers are real craftsmen and reliable men which they must be in a good printshop.

We all know that there are printers and then there are printers. But after all is said, they are men like ourselves, and by weeding-out process, workmen may be found who are upright and honest with themselves. Men who do not gamble and carouse; men who have some vision of the higher life and fill their humble place in the social, political and religious life of the community where they are at home; men who find joy in their work and will give it care and attention every work-day. Does someone say it is impossible to find such workmen? Railroad managers set such a standard for their employes a few years ago. Has it proven impracticable and impossible in their case? Why should we not succeed even as they have? And what an uplift would come to the printshop by reason of this one thing—reliability. What possibilities for good to the printer, financial gain to the employer and better citizenship, for both are important in the idea of reliability! Men who are in love with their work never graduate. They are learners, always on the outlook for new ideas. As employers we may do much to transform a "blacksmith" into a craftsman by giving him the proper setting as indicated above, and by furnishing him with the NATIONAL PRINTER-JOURNALIST, *Inland Printer*, and the like magazines of his craft from which he may get new ideas, and, better still, the quickening of mind begotten by the commingling of his thought with the thought of his fellow-craftsmen.

In my own experience a weekly conference with all the office force has promoted good feeling and increased the earning capacity of the plant.

In these meetings the mechanical end of the office is thoroughly gone over; the good and bad features of advertisements and job work are discussed.

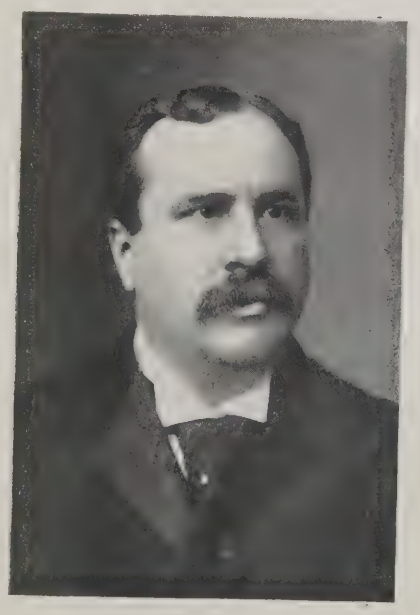
Comparison of work done in the office is made with work done in other offices as illustrated in papers and magazines—a very fruitful topic for consideration.

The standing of the paper and of its work in the community also has a prominent place in the discussion and many pleasant surprises in the form of practical and helpful suggestions come from the reliable craftsman who has the good of his craft and the earning capacity of the plant at heart.

I have also found it a good working plan to bring the advertiser and the printer together. In this way the printer is able to fully grasp the idea of the advertiser in regard to the work to be done, the advertiser is better pleased with the work and the printer often receives some timely hints which may be used for the common good.

With these suggestions I leave the subject with you. Much may be offered in elaboration of them, and other pertinent suggestions are in your minds ready for utterances. Let us share the benefit of your experience and thought.

ALONZO D. MOFFET
ELWOOD, IND.



ERNEST H. PIERCE,
REVERE, MASS.

NATIONAL PRINTER JOURNALIST
A Journal for printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association

PUBLISHED MONTHLY. ESTABLISHED 1885

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437 FIFTH AVENUE, NEW YORK CITY

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Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d

FOREIGN SUBSCRIPTION AGENTS—International News Company, Bream Building, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London E. C.; G G Turri & Co , Melbourne, Australia; The India Printers' Agency, 249 Mint Street, Madras, India; Successful Advertising Company, Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequaled as an advertising medium in its field. Information cheerfully furnished to all patrons. No attention paid to postal card requests for sample copies, advertising rates, etc.

Subscribers and patrons will confer a favor on the NATIONAL PRINTER JOURNALIST by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, SEPTEMBER, 1908

Never before has any paper been able to present, in one issue, such an array of able, practical articles relating to important callings, as are to be found in this issue of the NATIONAL PRINTER-JOURNALIST. These treatises are all by men eminently successful, and cover the whole range of the management of printing offices and the making and successful conduct of newspapers. The writers have each and every one given the very best that could be drawn from broad information, deep study, thought, knowledge and experience. There is not a newspaper man, no matter how great or small his paper, not a printer, no matter where located or how extensive or how limited his business, who would not receive great and lasting benefit by the study of each of the papers herein published. The discussions that followed the presentation of these carefully prepared productions are scarcely less valuable. The man who could not get a hundred dollars in actual value and a world of satisfaction, from this one number of the NATIONAL PRINTER-JOURNALIST, would be densely dull and without any interest in his calling. Next month all the regular departments of this paper will be resumed with practical illustrations, but we cannot expect to present so much of worth and wisdom, with such variety of treatment and comprehensiveness of views, as in this issue.

* * *

On account of existing conditions, some uneasiness had been felt as to the outcome of the St. Paul Convention that closed on August 22nd, but the outcome was an agreeable surprise to all. Never before were the associations so ably represented and never was there a greater interest manifested. The courtesies extended were liberal and all the entertainments were highly enjoyable and at the same time vastly instructive. Chicago, St. Paul, La Crosse, Stillwater, Minneapolis, Red Wing and Duluth, all and each won golden opinions and a warm place in the hearts of the editors. The Canadian hospitalities are yet to be reported, and acknowledgments are yet to be made as to Minneapolis, Red Wing and Duluth, but no place visited will ever fade from the grateful remembrance of all those who participated in the Twenty-third Annual Convention of the National Editorial Association. The story will be written up and published in the newspapers of the members in every state of the Union, for the instruc- and pleasure of millions of readers, and the editors should not forget to cheer their recent entertainers and prove their gratitude by sending marked copies of their papers, containing the instructive and grateful notes of travel and entertainment, to the gentlemen, their kind and thoughtful hosts, who did so much to fill the days with pleasure and profitable instruction. Thousands of dollars in the aggregate were expended, and time devoted with a boundless goodwill and hospitality in a manner that can never be repaid except in showing appreciation and expressing gratitude. Those who were so considerate and untiring in their efforts, deserve to know that they had to do with men and women of equal kindliness and generosity.

* * *

Education of printers and newspaper-makers received an impetus at the recent Convention of the National Editorial Association that will be fruitful of results throughout the Nation. No one can read the papers presented by Mr. Prescott and Past-President Williams without being fully convinced that printing and journalism can be successfully taught at a great economy to the learners and to the vast advantage and improvement of the callings. Mr. French's paper presents very convincing facts and arguments that show the necessity of chairs or departments of advertising in these schools, as well as of the careful preparation of text-books thereon. One advantage of practically conducted class instruction will be the development, through lectures, criticisms and tests in teaching, of helpful and needed treatises that will have a scientific basis and arrangement.

* * *

It would be a profitable and a most entertaining work to give a connected review of the able papers appearing in this issue of the NATIONAL PRINTER-JOURNALIST, but then, some might be contented to read this instead of the papers themselves, and much that is of great importance would be lost. A review, however, would be so highly educative, that we have decided to offer ten dollars for the best and most complete digest covering these papers, of not less than fifteen hundred not more than two thousand words, topically arranged, submitted on or before November 15th. The prize-winning review wil be printed with comment and full credit in the December number of the NATIONAL PRINTER-JOURNALIST. The study necessary in its preparation will be worth tenfold the time and labor involved.

* * *

We have an unlimited quantity of good things for the October issue of the NATIONAL PRINTER-JOURNALIST that has had to wait on account of the rich feast that came to us this month and had to be served while the interest was on tiptoe, and the viands were fresh with the surrounding aroma of preparation and presentation and the great occasion that caused their production.

THE TWENTY-THIRD ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES, HELD AT ST. PAUL, MINNESOTA, AUG. 17, 18. 19 and 20, 1908.

ROUTINE REPORT OF PROCEEDINGS
MONDAY, AUGUST 17th, 1908.

The opening session of the convention was called to order by President Varner, at 10:18, Monday morning, August 17th, in the Old Minnesota State Capitol. President Varner said:

We will have the roll call of the Members of the Executive Commitee, members of affiliating associations; the time for the addresses being limited to three minutes.

ARKANSAS—Col. W. W. Folsom, Hope. Mr. Folsom responded as follows:

I understand this is simply to be a response in regard to the State Association in connection with this National Association. I want to say that we had a very pleasant and enthusiastic meeting this year at our asociation, and while we are not very well represented here, I guess it is because of the Boll Weavil in the cotton, and worms that got hold of our fruit, and like causes.

We had a good meting, and we had a good turn out, this year, although our railroads got a little spiteful toward us on account of some legislation against them we managed to get through.

If I had enough of these little books (exhibiting books) to go around I would like to distribute them. It is a little book showing our efforts to make the asociation interesting and popular. It shows a list of prizes offered through our state asociation for job work, and newspaper work, that has drawn us a little closer to the association. I have several of these books that show the method used, and how we manage to get our people together. I would like to give one to each executive commiteeman of each state. I will say that we had a very interesting meeting, when we got together, and I hope that we will have a little larger delegation from Arkansas at our next convention than we have this time.

ILLINOIS MILITARY TRACT—Mr. Will Curtis, Kewanee. Mr. Curtis responded as follows:

The Military Tract Press Association of Illinois is considered one of the liveliest and most active of the smaller asociations. It is made up of newspapers in the territory of the western part of Illinois, bounded on the west by the Mississippi River, the Illlinois River on the east, and the Rock River on the north. That territory comprises the old Military Tract, and the papers in this territory belong to this association. The association is about twenty years old it holds two meetings a year. The winter meeting is the business meeting, that is only attended by the members of the association. The summer meeting is usually in the nature of an outing, when we go to some place in the territory for our visiting. The session holds for just one day. We are so situated that we can get to our meeting at ten o'clock in the morning, hold a day's sesion, and go home at night. The last meeting we had at Kewanee to celebrate Newspaper Day, and we had a most delightful time.

ILLINOIS REPUBLICAN—Mr. W. L. Jones. Mr. Jones responded as follows:

We hope to have a better delegation at next convention.

ILLINOIS WOMAN'S PRESS—Mrs. Rose L. Colby. Mrs. Colby responded as follws:

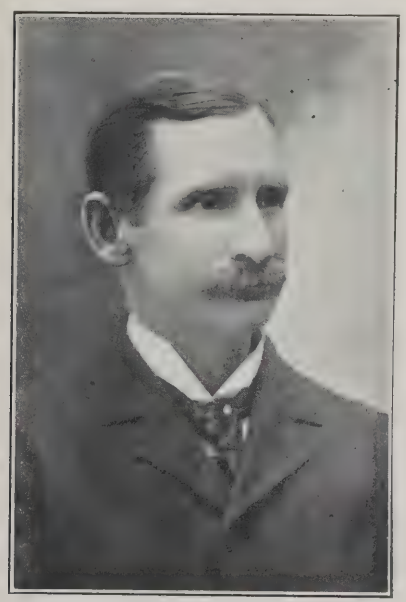
The illinois Woman's Press Association attained its majority a year ago. We are twenty-two years old, no mater how we may feel as individuals. We are composed of the active newspaper women of the west. We must be eligible to membership before we can be received, we must send in three articles that have been paid for. Our monthly meetings are a matter to be proud of, we have bi-monthly meetings, one that is just a business meeting, and we have an evening program which is of a social character. We at times prevail upon some of our friends of the Press Club to help out, and we have interesting meetings. We could enlarge our membership to one thousand if we were not so strict, but we will not receive those not in active work.

I am very happy to be here today, and present three out of four delegates. I thank you very much for the courtesy and hope to be with you many years in the future.

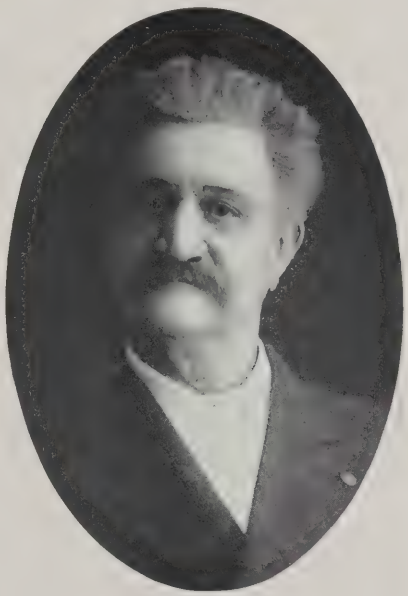
INDIANA REPUBLICAN—Mr. W. H. Craig. Mr. Craig responded as follows:

Mr. President:—I want to say something to the members here as to the manner of sending delegates to this association. Heretofore the delegates were elected at random, and it was never known whether they would go or not. We never had a proper representation. Last winter, the association authorized the executive committee to appint these delegates. I inquired and found those who promised to attend and appointed them. A month ago I wrote to these delegates, and those who couldn't go notified me, and I filled the vacancies. The result is we have a full representation. I believe the suggestion is worthy of consideration. In each association, let the executive committeemen appoint those who can go, then there will be a better attendance.

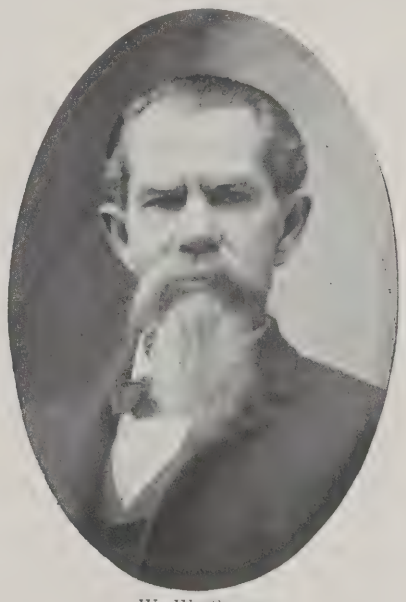
Another thing is the relation of the Republican Newspaper



WILL H. CRAIG
NOBLESVILLE, IND.



A. B. CRAMPTON,
DELPHI, IND.



W. W. FOLSOM,
HOPE, ARK.

Asociation of Indiana to the State Editorial Commitee, I also speak for the Democratic Association, for the same relations exist between them and their State Committee—the Legislation to us in the Indiana Republican Association. The committee which has control of legislative matters is represented on the Republican State Committee. As to party matters we confer with the State commitee as to all policies. We demand and receive appropriations from the committee. We have a legislative commitee who send out all over the state not only plate matter but press items as well. We thus keep in touch with one another and we always co-operate with the state committee, and work with the committee and the committee works with us. In this way we do more effective work and accomplish greater results.

INDIANA DEMOCRATIC—Mr. Crampton. Mr. Crampton replied:

We have semi-annual mettings in our asociation. Unlike our Republican friends, while we are in touch with our state Democratic Committee, we don't draw on the state committee for funds. The Democratic Association of Indiana has no funds, the editors go down in their own pockets and raise funds themselves. (Applause.) Let me say that the two asociations, in fact all the associations, work most harmoniously, the Northern and Southern, the Democratic and Republican. We meet and work for one another's interest as to all matters of legislation and etc. We have an editorial committee in Indiana, and have a man to watch the legislature and see that no unfavorable legislation is pased. Politically we are at one another, hammer and tongs, and when it is all over, the wounds heal up, the strife subsides, and we are always ready, with our prayers, our pocket books, or a cork-screw—anything that is needed, we are ready to offer, and to co-operate heartily.

INDIANA SOUTHERN—Mr. W. W. Aikens. Mr. Aikens responded:

The Indiana Southern is strictly non-partisan, and looks specifically after the business of its members. I want to say that there isn't anymore prosperous newspaper men in the country than those that constitute the Indiana Southern Editorial Asociation. I want to say here that the members are more active, are more interested, than in any other editorial asociation, and they are the most succesful members in their business. While our asociation is not large, it is prospering; while we have not many members here.

INDIANA NORTHERN—Mr. A. D. Moffett. Mr. Moffett responded:

Mr. Chairman, the things that pertain to the Editorial Association, of Indiana, as a whole, have been said. The Indiana Northern Asociation had a meeting August 4th nd 5th, at Logansport, which was well attended, good papers were read and a great deal of interest and enthusiasm was manifested. We are very much alive. We are not as well represented as I wish we could be, I tried to get members to come, writing several different parties, urging them to come, the answer came back "We are simply buried in work, and can't get away, have too much to do." We have a partial representation of our delegates here today.

IOWA STATE EDITORIAL—Mr. E. F. Medary, who replied as follows:

Mr. President:—There is a full representation of the Iowa Newspapermen, that will be with you this week to participate in the pleasures and the benefits of this grand organization.

NEBRASKA—Mr. W. G. Purcell. Mr. Purcell being out of the room, Mr. L. A. Varner, Sterling, Nebraska, responded in his stead.

The associations of our state will be represented by a full delegation. Nebraska Press Association is one of the most wide awake editorial asociations in the Union, and one in which the members take a great interest in the National Asociation. We want to keep Nebraska before the people as we have in the last ten or twelve years, it being doubtless one of the most frequently noticed states in the Union, because of its most distinguished citizen.

NEW YORK—Mr. Knapp, absent, Mr. G. S. Griswold, Geneva, New York, responded in his place:

Mr. President—I don't know what the pleasure of the meeting may be, but from what knowledge I have, the State Press Association is in a fair way to be rejuvenated, after having gone through a period of depression owing to a financial panic caused by the absence of time tables in the newspapers. This year we met at Niagara Falls, and had a very interesting meeting. The State Association has been largely drawn on for the formation of smaller associations. The asociation is working, and has business for its principal object. It is of great value to all members. The weekly papers have formed an association. There is a Republican Editorial Association, and a Democratic Editorial Asociation. Perhaps the association in the future will become imbued with renewed life, at least we hope so.

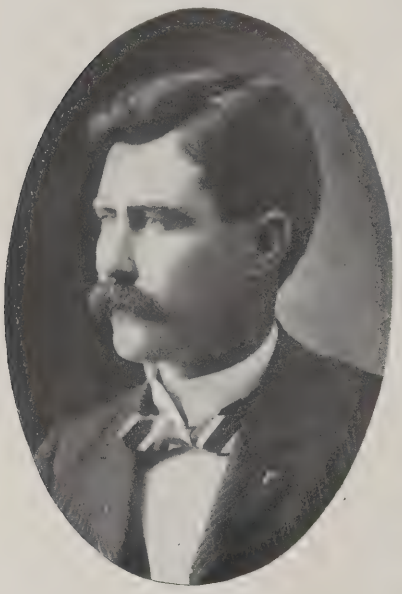
In the absence of Mr. Knapp this is a brief report of the New York Association.

OHIO—Mr. W. M. Miller. Mr. Miller responded as follows:

The Ohio delegation is having its outing and they have gone to their summer's outing at Green Bay. A large portion of the delegation will not arrive here until this evening.

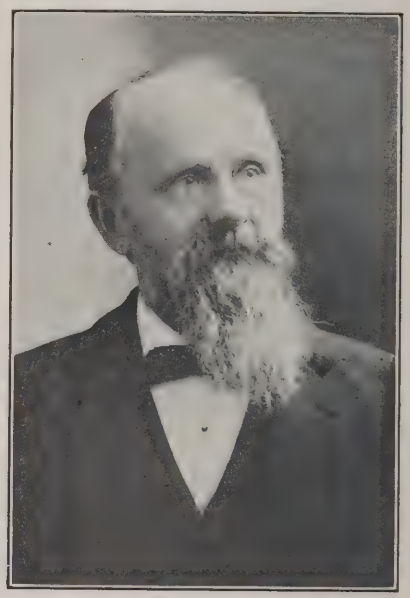
KENTUCKY—Mr. R. R. Perry. Mr. Perry responded:

Last year our Editorial Association met at the same time that the National Association met at Jamestown, consequently I was not present at the State Associaion. This year they met at the same time that the National Republican Convention was held, and consequently I was not present this year. I want to say that we have a live up-to-date press association in Kentucky. It is non-partisan; we know no distinction in politics. We are working in the interests of the newspaper business. We are doing it effectively. One of the most iniquitous libel laws of any state in the Union is in the State of Kentucky. We have been on the point of having this law repealed several times. We have a press and a legis-



EDGAR F. MEDARY,
WAUKON, IOWA.

W. G. PURCELL
BROKEN BOW, NEB.



H. C. MILLER,
ST. PETER, MINN.

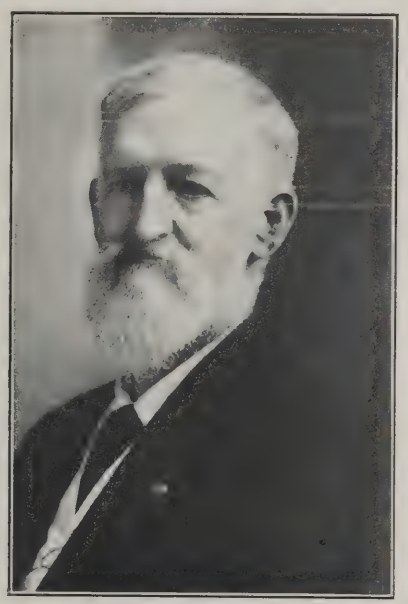
lative committee, who stay through the entire session. Under this law a suit can be brought for the same libel or cause of action in every county in the state of Kentucky where a newspaper is read. We propose to have that law repealed.

We want harmony, and to be in accord and hold councel with the National Association. I promise you that so far as we are concerned, we want you to co-operate with us, and we want to co-operate with you in order that the iniquituous libel laws in the several states of the Union may be repealed. When I say that,I express no sympathy, whatever, with that clas of newspaper editors who slander honest and innocent people; they ought to be punished. We want a fair and honest law.

Louisiana—Mr. C. C. DeGraffenreid, absent, Mr. John Dymond responded:

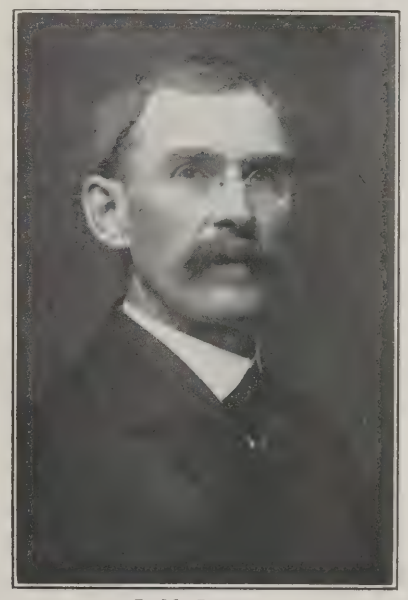
On behalf of Louisiana, we hold our annual meetings regularly at various points throughout the state. At all of these meetings is incited a general interest. Our experience is, in that state, that when we go to a large town we meet with less co-operation than when we go to the smaller towns. In the smaller towns the citizens are deeply interested in the editors, and in the larger towns the citizens have other engagements and their business interests demand their attention.

Looking around this country yesterday, looking at the Missisipi River flowing between these tall bluffs, thinking of how it ran under our doors, two thousand miles away, it lead me to think what a grand country ours is, and what a grand work this is that brings these delegates from two thousand miles apart to this meeting. North and South, East and West, all meet here and recount as they are now recounting, what each association is doing. I am sure this



R. R. Perry,
Winchester, Ky.

C. D. Hellen,
Des Moines, Iowa.



C. M. Junkin,
Fairfield, Iowa.

the last ten or fifteen years, I haven't found one that was not delightful.

Minnesota—Mr. H. C. Miller. Mr. Miller responded as follows:

It is perhaps unnecessary to assure you that it is a great pleasure for me to meet you and bid you a hearty welcome on this occasion. It is no small affair to be honored with the visit of an association representing, as this does, every state in the Union, and it is not mere idle boast when I say that we are determined to demonstrate to you, this week, that the honor is fully appreciated.

But I must not detain you too long with matters outside of the subject assigned to me. Only three minutes are allowed to each executive committeeman for discusing an elaborate program, and this necessarily means brevity and the exclusion of well rounded phrases and artistical, long-winded peroratations, I shall be governed accordingly.

The subjects expected to be discussed are, "What is being undertaken or accomplished?" Manner of conducting Meetings, Keeping up interest, Securing new members, and retaining old members; What action is desired in any way by the National Editorial Association, and how may it be made more helpful to affiliating associations, and their members."

It will be readily conceded that the Association has striven to do a good many things; prominent among which are, aside from other aims of the association, its stand for crushing trusts, notably, the paper trust; for rural free delivery, regulating transportation rates; pure food laws; improvement of water-ways; reclaiming of desert land by irrigation; National and State forestry; better educational facilities, especially along the line of agriculture, and, to some extent, for additional postal accomodations. Some of the reforms and improvements sought are today an accomplished fact; meeting here will be a very delightful one, looking back over others will soon be acceded to, if the agitation is kept up with a fair degree of persistency and unanimity, for no other public agency is so influential and so effective as an aggregation of ably and honestly conducted newspapers.

The manner of conducting meetings is a question upon which we may not so easily agree. In my opinion the program for meetings should always be arranged with a view to interest and to evoke discussion. The reading of a paper presented for discusion by members should not exceed fifteen to twenty minutes, and it should always be upon topics at least remotely connected with propositions of interest to the fraternity. A monotonous, dry discusion of a dry subject of an hour or more, duration is enough to try the patience of anyone and poorly attended meetings are the consequence. Furthermore, new members should be encouraged to take part in the discussions. As a general rule, all meetings of this kind are monopolized by half a dozen old members, recognized as orators and leaders. They are preferred as chairmen of the committees and as such formulate the policy of the meetings. It goes without saying that they also do most of the talking and by their brilliant oratory often unconsciously intimidate members of less oratorical ability, thus depriving the assemblage of many good ideas and suggestions that might be forthcoming but for this handicap. Now, this is not as it should be. Business is business, and in a busines meeting busines principles should govern. Better encourage *every* member to take an active part in all matters that may come up for discussion and show your appreciation of a well aimed, even if not brilliant, effort by an occasional hearty applause now almost exclusively monopolized by the long-winded, silver-tongued orator. And the latter need not despair on this account, for what would we do without an orator at banquets, and other functions of like nature? Here he is in his element; he is in full control of the situation; he carries his audience at will; everyone beams with delight at the beautiful language, at the depth of thought and at the points so cleverly presented and when he finally concludes, he is greeted with an applause that vibrates the very foundations of the building. The orator is all right—in his place.

And these observations practically cover also the last two subjects on the program for discussion. For when the business meetings are made attractive and interesting, there will be no difficulty in not only retaining the old members but also in gaining new members, and when we do that it will be an easy task to be also helpful to affiliating associa-

tions. It is imposible to go into details upon the subjects in the time alotted to me, and I therefore conclude fully convinced that ways and means will be readily found to attain the object suggested if an earnest effort is made in that direction.

MINNESOTA HOME PRINT—Mr. W. R. Hodges. Mr. Hodges spoke briefly as follows:

Mr. President, Ladies, and Gentlemen:—I supposed the Mayor and the Governor would be here before my talking oportunity came. You have all heard the old chestnut about brevity. As a representative of the Association it is useless for me to stand here and tell you that we are glad you are all here. Minnesota is known as the North Star State, the Bread and Butter State. We have high ideals, we think. Anyway we are glad you are here.

MISSISSIPPI—Mr. Gillespie answered the roll:

Mr. Bellinger removed from the state, and resigned; our asociation elected me as his successor. I want to report that our association is in splendid condition. It has made as good progress as ever. We had a good attendance at the annual meeting, elected delegates that promised to attend. The executive committeemen try to get them to come, urge others to come. We get about half the number. We are glad to report here to assist in any way we can to make this session of National Editors a success.

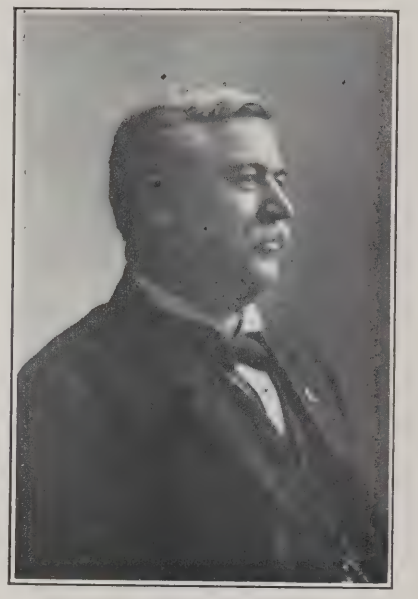
MISSOURI NORTHWEST—Mr. Robertson. Mr. Robertson spoke in response to the call:

The Northwest Missouri membership consists of about 100 and comprises representatives from the best newspapers in the country, nearly all country editors. We meet anually have good attendance, interesting meetings and most enjoyable

The Mayor of our city, is a pleasing orator, who would have been able to talk to you in a most eloquent strain. He has not shirked his duty, but was here and ready to perform it at the designated hour, but under our form of government the Mayor is ex-officio chairman of several important regulating boards of the city and county, many of which meet Monday morning, so that his official duties prevented him from being here to perform at a later hour, what he was ready to do at the early hour. Now perhaps you are spared from the things which you are accustomed to, on such occasions, by the absence of these gentlemen, both of whom are more or less interested in politics, and, in undertaking to represent them, I shall not be guilty of a sympathetic compliment verging perhaps on flattery, which you are accustomed to hear on such occasions. The position which I occupy is that of an ex-newspaperman. I am in a position, from having been an editor several years ago, to talk from the journalistic standpoint on the inside as it were, and after some years of experience, I have been unable to make up my mind whether the newspapers run the world, or whether the world runs the newspapers. Gratitude is said to be a lively appreciation of what is yet to come, so that when a politician addresses you, you have a right to question his motives. I have no political aspirations, and the State of Minnesota and the Commercial Club of St. Paul, which, if I represent anything, I represent, now welcomes you to the City and to the State.

Those of you who have never been here before, and whose attention perhaps has never been called to the magnitude of the resources of the country upon which you have now entered, may have thought, before you came here,

S. L. RADDON,
PARK CITY, UTAH.



W. L. ROBERTSON,
GALLATIN, MO.

ADOLPH CANDRIAN,
LA CROSSE, WIS.

times. Seventeen years ago was my first visit to a meeting of the National Editorial Association in this city, and I thought I couldn't afford to miss this meeting here in St. Paul. I didn't have my wife with me then, and didn't enjoy the meeting as I shall this year, as she will take care of me.

THE WELCOME AND RESPONSES.

PRESIDENT VARNER:—Mr. H. A. Castle, who will welcome us in behalf of the City, State and Press is a veteran newspaperman, who well knows how to extend a hearty welcome. Mr. Castle.

Mr. Castle addressed the convention:

Mr. President, Delegates, and Ladies, it is very embarrassing to be called on with only a few moments notice, to address such a distinguished assembly, and especially to fill the places of the high officials and illustrious men, who had been designated to welcome you. The Governor of the State of Minnesota, himself the editor of a weekly paper in one of our smaller cities, has twice been elected Governor of a Republican State in spite of his, from my point of view, discreditable politics, by a large majority. He is a fine orator, and thought worthy, in all seriousness, of being considered as the candidate of his party for President of the United States. He would have been glad to be here to welcome you, but he is out of the city for a few days.

that in coming to St. Paul you were going to the "Jumping off" place, to the extreme border of civilization, but if you will study the question carefully you will find that if you take a pair of dividers, and place one leg at the City of St. Paul, stretch it to the Northwest to the extreme limit of civilization, of cultivation, of fertile soil, enormous crops, of great resources, and of rapidly increasing population, then swing the compass around you will find that the other leg of it reaches seventy-five miles into the Atlantic Ocean southwest of Atlanta, Ga. So that the new Northwest you have come to visit is the center of the great productive area of this North American Continent. To those of you who have not traveled in this region, I will say that the City of St. Paul is the Capital, Financial and Commercial Metropolis of this new Northwest, it has grown within the memory of many here present, including myself, from a town of ten or twelve thousand inhabitants to one of more than two hundred thousand, and with the sister city, lying right along side of it, with only an invisible line between them, a city with a larger population, the two in the aggregate make one city of over a half million. The people of both these cities welcome your organization, they recognize the power of the press of the country, and they especially recognize the power of the press that is particularly represented in this association. I know

what I am talking about, for I was present when the formative idea of this National Association first found its lodgment in the mind of our friend Herbert, who then edited a paper in this State. I was an officer of the Natonal Association, and attended several of its conventions. I know what you represent, not largely the great dailies of the large cities, but the weekly and daily papers, the country publications, which in the aggregate represent more of the people and combine a much larger influence than all of the leading dailies of the country.

We are proud to have you here, and we welcome you. If I could fill the place of these great orators who expected to be here, they could only express the welcome of the people, which I gladly give you, and if we fail in any way to show our appreciation of your coming, and to show fullest hospitality, it will be a source of lasting regret. We hope you may live a hundred years, and if you life a thousand years to come, you can only have the gratitude and the respect of the people who live in St. Paul.

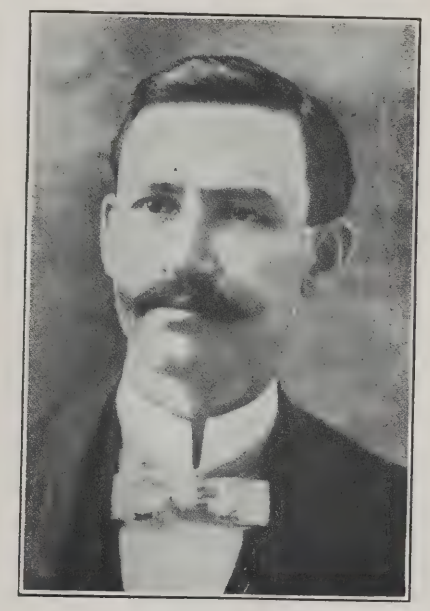
President Varner called on Past-President B. B. Herbert to respond in his behalf and that of the National Editorial Association. Mr. Herbert said in part:

In response to the address of welcome, having been associated here with Captain Castle and others composing the Minnesota Association, I feel like saying like one of old, "Here am I, with those whom God hath given me," the members of the National Editorial Association, upon whom I have come to bestow all the love of a father for his sons and daughters. We are glad to be here again. Ever since we met in St. Paul in 1891, we have been spreading abroad, during these seventeen years, the fame of this Northwest seemingly had a favoring hand in providing both the weather and the welcome.

Twenty-three years ago, going from this state, we met in New Orleans, the Crescent City. Coming from the Northland, we reached that beautiful city, and received a Southland Welcome. We laid there the first foundation-stone of this association. We have here a gentleman whom you all know, coming from that city where the association was first formed, I think he is the one to return thanks on the part of this organization. I wish to call upon Col. John Dymond of New Orleans.

Col. Dymond responded: We most sincerely acknowledge the kindly welcome from the editor, the gentleman, who, on behalf of the Governor of the State, the Mayor of the City the Commercial Club, the press and himself, has given us here the good will of the people of St. Paul, and of the Northwest. I dare say there are scores of those who sent their representatives, their sons, or their collaterals here many, many years ago. I can remember when there came to this city a man by the name of James E. Palmer, a rolling mill man, not a steel man, a genuine rolling mill man, who came to St. Paul at the head of navigation. At that time we heard that, on the streets here, were some two or three hundred ox-carts, arriving from the western part of the state. No matter how enthusiastic the prophesies of those days may have been, they have been fulfilled and the greatness of St. Paul and of the state that welcomes us here today, are the result of a single half century. The work has been done in this time. She has waxed great, and those of us who come from other regions are come here expecting much, very many knowing little, whether we should sleep under blankets or not.

Carl Anderson,
Ft. Collins, Colo.



J. L. Gillespie,
Greenwood, Miss.

H. J. Green,
Decorah, Iowa.

country. We are now able to witness the great development of this mighty region. Minnesota, by a kind Providence, has welcomed us with balmy breezes, with the most genial weather that it is possible to enjoy anywhere at any time on earth, and with an address coming from a man who represents more broadly than could any other man, from his life work here, every interest of the State and every phase of its history and progress.

Captain Castle commenced as a newspaper man in a nearby city, the editing of a home paper. He edited a daily in this city, entered politics, and while not at the head of the state government, he has held many important positions and has been a very strong element behind the powers that were. He has had an influence in the city, has been a part of it ever since my recollection. He has been active all this time. I am glad that circumstances have called on him to make this address of welcome. It comes from one who has been in closest touch with the politics, the press, the industries, and when he gives a welcome he gives a welcome that comes from the heart, from all the citizens, and we can most heartily accept that welcome to this city that comes from his lips as representing the executives of both city and state, of commerce and industry, as well as the press. Providence has We were perhaps generally grateful that we did sleep under blankets last night.

We have a common interest in St. Paul when we refer to those old Jesuit Fathers, who two hundred and fifty years ago came up through these lakes and then went on down the Mississippi to where New Orleans now stands. We are part and parcel of that same community that was created by the French. A few weeks ago at Quebec, the Prince of Wales and Vive-President Fairbanks, met and joined in the celebration of the anniversary of the founding of that city. There the Latin met the Saxon on friendly ground. And here today we go to the Dalles of the St. Croix, that has a very Frenchy accent, and we so find it all over this country reminiscent features of those old genteel fathers that explored all this country, and whose heroism has been borne down through the ages. They appreciated the opportunities of the country, and hoped in the new world a new France to found. The English came and founded New England. What did they do? They moved on west. You find their descendants there, coming on through Northern Ohio until you get to Chicago, where they are lost in the cosmopolitan character of that city. In Wisconsin you get the German element, and coming to Minnesota, you find a large Scandinavian population,

and we are reducing them all to one harmonious mass, the Greater Americans. They quarrel like hammer and tongs, but the difficulty is settled, when they know who is ahead. I assure you that we from the south, and speaking for the others from the other parts of the nation, I assure you that, we all appreciate this beautiful state, its green prairies, its country. I understand that a large part of the western portion of the state is prairie, but to those who live in the hills, it all looks like prairie. Those of us who live in Louisiana, we take an interest in you because of your beet sugar industry, and we feel that we will stand side by side in the development of this product. It does look as though the time would come when this great west would, and the mountain states, too, when they, instead of exporting wheat, may export sugar.

The country is great, St. Paul is great, the climate is great and delicious, and it only has one superior, and we think that is the little state of Louisiana.

ROLL CALL OF STATES CONTINUED.

Mr. Frost, Providence, Rhode Island, responded on behalf of that state:

I am very glad to have the space of three minutes to show you that Rhode Island is alive and flourishing. The state from which I come, Rhode Island, is a state fifty miles long and twenty miles wide, and about half of that area is covered by water, unfortunately, water that we can't drink. The population is about the same as that of the two cities of St. Paul and Minneapolis combined. About half of that population is included in the city of Providence and the other small cities contiguous to it, therefore our press has a somewhat peculiar situation. The newspapers of Providence can reach any city in the state before noon, and for that reason the daily papers are nearly all there is to it in the state. The weekly newspapers are somewhat small. My own paper—I run a trade paper and my field is the whole United States and beyond—but the ordinary weekly newspapers, of which the press organization is chiefly composed, are small, are one-man papers, therefore they are not, as a rule, able to get away to conventions of this sort, and we do not, as a rule, have large delegations here. Then, again, they have all they can do to pay their bills; haven't much left to invest in railroad tickets.

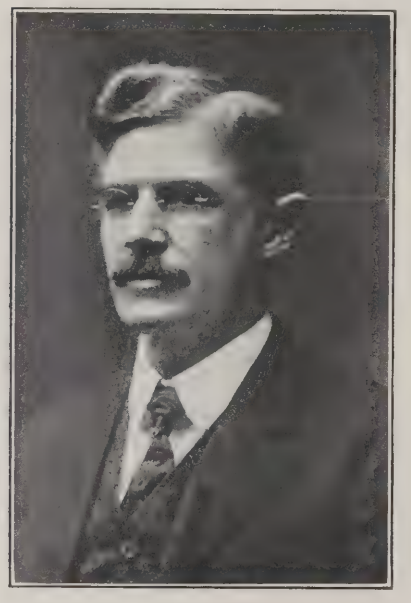
After all that has been said of the taking away of special privileges that have been granted heretofore, the only persons I notice who have been hurt have been the newspaper men.

We still have a flourishing press club or rather a press association, meeting five times a year. We have an annual meeting in Providence, and four quarterly meetings in different parts of the state, which are rather of a social character. We hold the membership in that way, and have very pleasant times. Our organization is a pleasant one, but not rich nor powerful, but still a good organization, and I am glad to be here today.

SOUTK DAKOTA—Mr. Dowdell: Brothers and sisters of our beloved association, I am proud to be here today to represent South Dakota, and to say to you that we have one of the best associations of any in the Union. Our state association is now approaching the three hundred mark. We have just returned from our summer outing which was attended by some one hundred and twenty-five members. We had a fine meeting. Our mid-winter meeting is a strictly business meeting. We hold a three-day session. We elect our officers at our summer's meeting, it makes it more interesting. I want to say that the transportation question did not reduce the attendance in South Dakota this year. We had one of the largest attendances ever had.

We have a very stringent anti-pass law. I think the anti-pass law is a good one. I think we all ought to welcome the anti-pass feature. I think we will do more good to our country and the people in the years to come by holding to strictly equal rights to all and special privileges to none. I trust that no newspaper man will so far forget himself, as to fail to remember that he is a moulder of public opinion and public policy. I am not saying this in reply to any remarks that have or may be made. I know that different parts of the country demand different laws. I do say, the press association will maintain its greatnese and in the years to come we will grow bigger and regain the membership we held a few years ago.

I am glad to see you here to day. I know it is presidential year, but I am glad to say that South Dakota has no politics in its press association—we never mention politics there. We have no North, South, East or West, Republican or Democratic, just one association, and I want to say that a more congenial family of editors never met than meets in South Dakota.



BENJ. F. GAYMAN,
CANAL WINCHESTER, OHIO.

J. P. CHAMBLESS,
NOBLESVILLE, IND.

CHESTER E. BRYAN,
LONDON, OHIO.

TEXAS—Mr. J. P. Chambless responded: The Texas association was formed in 1880, it affiliated with the National Association in 1885, since that time I have been unable to find a year that we missed a single meeting, or failed to have a full representation, during the last twenty-three years. The association has grown, and been prosperous. The papers of the state are in a prosperous condition, and very few in a weak condition. Most are on a good substantial basis. I don't suppose that there is an organization that has a more enthusiastic set of business men than has the Texas Press Association. Its membership is about four hundred, being almost as big as the National. The membership is confined strictly to the newspaper men, they have to be men, and newspaper men in order to hold membership. We are glad to come here, we will hate to leave here when the time comes to leave.

UTAH—Mr. S. L. Raddon, in responding for Utah, said: Mr. President and Members of the National Editorial Association: As to what is being done and accomplished, let me say that out in Utah—the State of comparatively few newspapers and many internal troubles—caused by the much-advertised religion called Mormonism, and the bitteer antagonism against many of its peculiar practices, the State Press Association, at present, is not wielding any particular

influence, or gaining numerically to any marked degree of rapidity. Yet a few staunch newspaper men are striving for better conditions, and if earnestness and persistency count for anything, success will yet crown their efforts.

For many years the Utah Press Association has been organized, but lack of interest, petty dissensions, and religious differences among its members, has prevented its growth in power and usefulness.

Some two years ago a reorganization was effected. Since that time a better feeling has prevailed, and there seems to be a fixed determination to henceforth bar all religious and political differences, and to work entirely for the good of newspaper men in the State, and to make the organization a vehicle for good, financially, socially, and intellectually, for the country press in general and for the people.

We have a membership of about fifty. We meet three times a year—two meetings being held in Salt Lake at what is termed "Conference time"—in April and October, when the Latter-Day Saints, or Mormons, gather at the Metropolis from all sections of the State, to get counsel and religious instruction from the leaders and expounders of their faith. Thousands attend these conferences, among them many newspaper men. At these meetings of the press association a program is carried out and papers read and discussed, matters pertaining to the advancement of the craft are carefully considered and a social time enjoyed. These matters are given as much publicity as possible, resulting in a new interest being awakened in the publishers of the country press, and slowly but surely our membership is increasing, and the beliefs of your executive committeeman is that if the present methods are kept up, our local association will have on its roster every publisher in the State, and our future representation at the meetings of the National Editorial Association will be larger and more influential in consequence. This is the goal strived for by the present officers, nothing less will satisfy them."

At 11:50 A. M. the meeting adjourned until Tuesday morning at 9 o'clock.

TUESDAY MORNING, AUGUST 18, 1908.

The President called the Convention to order at 10 o'clock, and named the following committees:

Postal Law—Past-President, B. B. Herbert, Chicago; Geo. C. Fairbanks, Natick, Mass.; Col. Robert Mitchell Floyd, New York City; Major W. W. Screws, Montgomery, Ala.; Vernon N. Simmons, Hagerstown, Md.

Legislative—J. B. Whitehead, Indianapolis; J. W. Johnson, Waverly, O.; Hugh Ike Shott, Bluefield, W. Va.; Col. R. H. Henry, Jackson, Miss.; J. Byron Cain, Belle Plaine, Kan.

Necrology—John E. Junkin, Kansas; Col. John Dymond, Louisiana; A. Nevin Pomeroy, Pennsylvania; Albert Toizer, Oregon; W. B. Frost, Rhode Island.

Resolutions—W. H. H. Judson, Ala.; A. W. Glessner, Illinois; C. E. Gilmore, Texas; J. A. Krautz, Indiana; E. F. Maloney, Iowa.

Credentials—W. A. Steel, Washington; F. L. McKenzie, Alabama; Dietrick Lamade, Pennsylvania; W. G. Purcell, Nebraska; S. L. Raddan, Utah.

Treasurer's Books—W. W. Folsom, Arkansas; Joseph Collins, Texas; G. S. Griswold, New York.

President's Address—H. M. Wells, Nebraska; Orno Strong, Washington; J. L. Gillespie, Mississippi; A. B. Crampton, Indiana; Walter Williams, Missouri.

Past-President Dymond was asked to the chair, and President Varner then read his annual address. (See pages 593-596.)

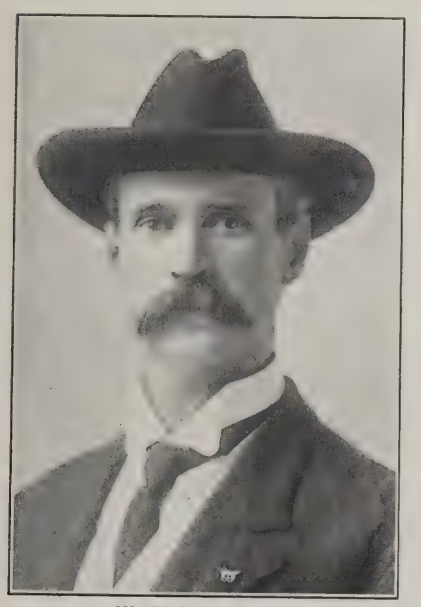
Mr. H. M. Wells of Crete, Neb., in commenting upon the President's address, said: That was an excellent address and very practical. He repeated a story of a lady who went to hear Henry Clay. She traveled some fifteen miles and was very uneasy when the speaker was talking, finally a gentleman said: "I wish you would keep quiet." She said: "I wish he would quit talking, who is he?" "It is Henry Clay." She said: "Is that Henry Clay? Why, I understood every word he said." And it seems to me that the remarks of the President, on the use of words, are very important, and that the thoughts given should be taken home by everyone, and I hope this committee will see that it is put into the daily papers.

An address on "Relations of the Trade Press to Newspapers and Promotive Publicity," by J. Newton Nind, President of the Federation of Trade Press Associations in the United States, was then given. By way of introduction Mr. Nind said:

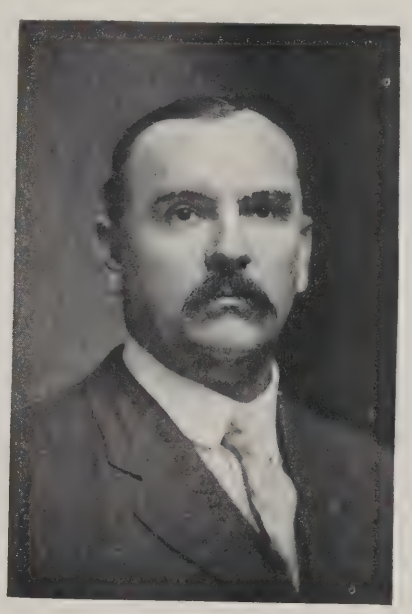
Mr. President and Members of the Association: I want to take this occasion to thank you for the opportunity to be here today, to give some suggestions that seem to me of mutual interest. I am particularly pleased to speak here in this great state of Minnesota, which was the scene of my earliest endeavor in newspaper work. I recall that, thirty-eight years ago the coming January, I began reporting on this very spot for the first daily newspaper with which I had any connection. Recounting that experience to Senator Miller this morning, I recalled the day when the predecessor of this building was burned to the ground. I remember, with great vividness, how it looked down from the second story of the room over there and the distance between that window and the ground. I escaped by a gallery on the east end of the building, myself and Senator James E. Gillespie, and I think I never hollered so loud in my life as for a ladder at that time. I made my escape and am here today."

(For Address, see pages 621-4)

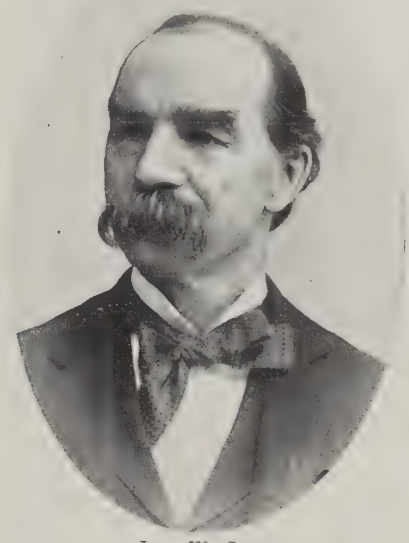
Past-President Herbert addressed the Chair: I notice a gentleman in this room, a Past-President, whom we all know and love. He was placed on the program for this hour, and was on a trip around the world when the program was published. I wrote him, in accordance with directions from Past-President Williams, at Athens, Greece. Before receiving my letter, he wrote me from Jerusalem, saying he



W. McDonald Lee,
Irvington, Va.



Friend W. Richardson,
Berkeley, Calif.



Jno. W. Jacks,
Montgomery City, Ala.

could not possibly complete this arranged trip and reach this city in time for the convention. He had been delayed by an accident to Mrs. Stephens. I took his name from the list of speakers, as published in the National Printer-Journalist. I had written how greatly his presence here would be appreciated because of our great love and respect for him, and especially on account of the grand convention which he arranged and over which he presided in 1891, and which proved one of the most notable in the association's history, and to which the 1908 convention promised to be a worthy successor. I hope he later received my letter and was moved by the pleadings therein and by the revival of happy recollections. At least, he is with us. I found while arranging this program, and I say this for the encouragement of those who may become presidents in the future, that three former presidents were traveling in the Old World countries—C. H. Jones of New York, J. B. Maccabe of Boston, and E. W. Stephens of Columbia, none of whom expected to be able to return in time for this meeting; but one is here, and we most cordially greet him at this home-returning. He has been one of the most enthusiastic workers in our association from the early beginnings and I want you to ask him to say a few words, coming to us at once from a trip around the world.

Mr. Stephens was called out by President Varner, and came forward to the speaker's desk and responded in substance as follows:

Brothers and Sisters: I don't know whether any of you people know what Heaven is like, whether you ever expect to reach that happy land or not. So far as my sisters are concerned, I am not troubled about them. I suppose you

Sheridan Ploughe,
Hutchinson, Kan.

would like to have some idea of what Heaven is. If you so desire, you have some idea of Heaven by knowing how a man feels when he has been around the world, and lands among his friends and receives their gretings for the first time. As I stand here before you, with whom I have been identified for so many years, I feel like going right up and embracing each of you, however you may feel in regard to me, and if you don't lay a restraining hand on your wives and daughters I might do the same thing to them.

About four months ago I stood in the presence of the mummy of Ramses II, in the museum at Cairo. The old fellow stood up against the walls and seemed to gaze at me with his sightless eyes, as he was three or four thousand years ago. I looked at him for quite a while. I said, "There is Ramses, what is left of him, he is said to be the man who oppressed the children of Israel. In some respects he is like myself. He has been buried, dug up, and come to life again, so far as his appearance is concerned, so far as his glory is concerned, that was dead a long time ago, and I said the only difference was that he was dead and I was apparently alive." I carried all around the world with me one single trinket, it is dangerous to wear much jewelry in Egypt. The only thing I wore was this trinket (holding up a Past-President's badge of the N. E. A.) that shows I once belonged to this body, and I wanted that identification, that I was a Past-President of the National Editorial Association, and that I was President of it when it met in this great city of St. Paul in 1891. I reached the acme of my glory then, I came up then and I have been going on down ever since. I noticed that not very far away from Ramses were a number of trinkets. He seemed to be fond of them in his days. They were a kind of Scarabaeus. Ramses was like me, he carried one of them with him, , I brought one with me. In order to carry out the parallel, I bought that, and attached it alongside of my talisman of the National Editorial Association, and so Ramses and myself are going on down the street of time together.

Do you know it is very delightful to look around upon you here, and see the old faces. There is Col. Dymond, Father Herbert, Strong, Deerfield, my old friend Robertson and many others of the earlier members. It is exceedingly delightful to get here and to recall the delightful associations which we enjoyed here years and years ago, and to realize, as I have realized since then, that this association, in all of the elements of social enjoyment, of educational benefits, of professional suggestions, of representative journalism, is the greatest newspaper organization on Earth. (Applause.) I have had the pleasure of attending meetings of the American Publishers Association, and of the World's Press Congress, at Berlin. I was there, and being the only editor present from the United States, they had to make me an officer. And my friends, I put you above them all, in my judgment this, the association of the country editors. I hope that you still retain that characterisic. While I undersand that you have daily newspapers, I presume the country editor is most in evidence with you, and in my judgment the country newspaper is and has always been the greatest force in journalistic work there is anywhere in the world. There is no work that so develops a man in newspaper work, in a business way, in a social way, in every way, that so broadens a man, in my judgment, as the work done in a country newspaper office.

I notice I was down to speak on the subject of "The World's Newspaper." That would be a very big subject. If I was to tell you about the "World's Newspaper" it would take until tomorrow morning. I have discovered one thing about newspapers, just in proportion as the country advances in freedom and progress, just in that proportion a country has newspapers. There stands before you a man who hadn't seen a newspaper for four months. I didn't know what was going on. I asked the people, "What do you do here, you never hear anything of the outside world?" I was in Jerusalem, there, in that city, there is not a newspaper of any kind, there isn't such a thing printed in the town. I said to the man who ran the hotel, "What do you do?" He said, "The people don't know what is going on, and don't care." I stayed there for a long time. I came to enjoy myself. I couldn't hear from anywhere in the broad newspaper way, didn't know whether the President was killed, or anything of the wolrld's doings. When I got to Cairo, a pile of newspapers about four feet high was there from home. I read everything until my mind got in such a condition that about the second day I almost had a case of nervous prostration.

There has been great progress in the journalistic line in the Oriental countries. As I say, in proportion as a country awakens in progress in that proportion you will find newspapers. Ten years ago there wasn't a newspaper in Pekin, now there are twenty. One of them, by the way, is the only woman's daily newspaper in the world. Now there are two hundred and fifty newspapers in China. The Chinese are coming to be the greatest newspaper readers in the world. They read backwards, and read on up and down. They say that whenever they do take hold of anything they beat anything in the world, and they have taken hold of newspaper reading. I was especially pleased to find in India, and in Japan, and in the Philippines, that the Mergenthaler is being introduced. I saw the finest newspaper office in the world in Bombay, India, one that covers two hundred and eighty thousand square feet, all on one floor. My idea of a printing office is to build it on one floor, you can see the whole thing. The editor lead me into his office, and to a gallery. There was a room seven hundred feet long and four hundred feet wide, occupying two hundred and eighty thousand square feet, employing two hundred and fifty printers. I said, "What do you pay these printers?" He said, "All the way from two, to five dollars a week." I said, "That is pretty cheap." He said, "That is about all they are worth." There is a newspaper in India that publishes forty pages a day, twenty pages of reading matter and twenty of advertising. The *Alhabad,* an English paper, printed by the English, has one of

the finest newspaper offices in the world. I saw in Java the government printing office. In Calcutta and throughout India, the Mergenthaler machine is being introduced. The best newspapers there are right in line with those of our own country.

All through, I found evidence of progress and development. At Constantinople, the censor gets in his work on the press. I met a man who said to me, "Do you know the Sultan poisons a man at his table every morning?" He took me and showed me a new grave. "Yes, he invites a man to his table, he takes his coffee and drops a little poison in it, and the poor fellow dies." I said, "That is a very peculiar way of doing." Another man showed me a great long palace, and said, "The Sultan has a thousand wives here, and marries a new one every week." I said, "That is a pretty good story." I finally met a man who knew the Sultan, and I asked him if he poisoned a man every morning for breakfast, and if he had a thousand wives and married a new one every week. He said, "No, sir, the Sultan is a very sensible and reasonable man, a clever sort of a man. The trouble about this country is this, they haven't any newspapers here, they don't allow anything to be published, everything is suppressed, and all sorts of lies and notions are just flying around all over the country." The great mistake they make is in suppressing the news. If the Sultan, himself, would publish everything he did, he would be a very popular man, and wouldn't have any insurrections. There is no country in the world, in Asia, Africa, or Europe, in England, France, Germany, nowhere, do we find such newspapers as we have in our own free country of America, here is the ideal newspaper, here where freedom of speech and the press, where thought is free, where every man is free, here we have the greatest newspapers, and the greatest institutions, industries and other things. Naught has done more to produce these than the newspaper men of this country. They develop new opinions and new ideals. They meet at such conventions as you are holding here, and I want to congratulate you upon your work, and I wish for you, now and forevermore, happiness, prosperitly, not only in this your work, but to you and each of you in your own lives and the great profession to which you have committed yourselves. (Thunderous applause.)

After the applause subsided, the audience arose and all joined in singing the Grand Old National Anthem, "My Country, 'Tis of Thee."

The President introduced Mr. Will E. Curtis, of Kewanee, Ill., who prefaced his paper, "Building for a Home Daily and Job Printing and Binding Plant—Location, Construction, Arrangement, and Management," as follows:

I have listened to the able addresses you have heard, this morning, and believe that something light, and something in the way of illustrations may be pleasing to you at this time. I suppose I was put on this program for the reason that we have just built a new building; not anything like the one Brother Stephens describes in India, but in a country town. This building is unusual in this way, it has features not common to newspapers. I have here pictures showing the building, and we will follow these as we go along, and look at the details. (See page 599.)

At the close of Mr. Curtis' paper, Mr. Herbert said, I was invited to attend the Military Tract Association that met, a few weeks ago, in the building that has been so instructively described by Mr. Curtis. The idea of the publisher is to make it a center of all social, business, civic and other interests of the city. It has a large reception room. A committee of ladies were there to receive us. We found everything just as nice as it could be in a first-class residence. Everybody was cheerful, and everybody was proud of the newspaper building. It is the center of interest in the city, something of a social center, the ladies congregate there, and when there is any matter of public interest all go there, and can be entertained. It is a great idea. All the employees are so well cared for and have such a bright, pleasant, healthful place in which to work that I would hate to try to get a man away from that newspaper and printing office. I believe that building will pay.

Mr. Judson of Alabama—"I would like to ask this question. This paper has a tendency to make a common country newspaper man a little envious, we are better accustomed to our four by six offices, and cannot readily comprehend the magnitude of such a building. The question arises, where did our brother get the sixty thousand dollars, was it by inheritance, or was it by business, if by business, I wish he would give us a few pointers.

Someone in the audience exclaimed, "Listen to the reading of the next paper and you will learn how."

"Newspapers and Advertising," by Mr. George French of Boston. Mr. French was not able to be present, and Mr. John Clyde Oswald of New York, read the paper. (See paper.)

Miss Caroline A. Huling, of Chicago, in commenting upon Mr. French's paper said: I regret very much, indeed, in view of the importance of this subject, that there are some of the delegates who are absent; I regret also the fact that the program is so packed with good things that we have not time for ample discussion of the papers. Personally, as a publisher and editor, I know that the subject of advertising is of the most importance in our business, it is a matter that I have studied for many years, taking my first advertising contract on my father's paper when eleven years old, and for the past seven years I have had my own paper, and I have spent thousands of dollars in connection with my own business, and I find that I am receiving these propositions which many of my brothers are receiving. "You give us space, and we will pay you a commission on the business derived therefrom." I turn them down. I believe my space to be worth something. I feel, myself, that there are many of us who do not turn them down, because if there were not those who did not turn them down, I would not be receiving them.

There should be some principle on which we make a just and fair rate upon our advertising space, and we should know its value. In regard to the free pass on the railroads, the railroad people want three or four times their value in advertising space. I think that is a subject we should consider. There are many good things spread before us in this paper. We can get some of them by reading the paper in the published report, in the National Printer-Journalist, but there are some points which should be brought out by discussion in this body, and we haven't time for it. This is, I think, the seventh time I have had the honor of being a delegate to this body; I represent the Illinois Woman's Association, we have been in this body twenty-three years. We were formed the same year the Editorial Association was formed, and we haven't missed a meeting. We hold regular monthly meetings in Chicago, although a state organization. I have often felt that it would be a wise thing for this body to get off on an ocean steamer where they couldn't have attractions of a world's fair or these delightful excursions, to detract our atention from a business meeting. I am a business woman, here for business, here to get some information that will help me in the conduct of my own business when I return to Chicago, and my one thought is, my hope is, that in the future our programs may be built on such a plan as to give us an opportunity for the discussion of these papers, that we may profit from the experience of others."

Colonel Dymond of Louisiana called the attention of the association to the fact that Mr. French brought out in his paper that a newspaper that solicits advertising should earn what it gets, it should bring results, should give value for value.

Mr. P. V. Collins: I agree with the speakers who have preceded me on the importance of the topic discussed here, and on the importance of bringing out those points. I heartily enjoyed the paper to which we have just listened, it was full of suggestions, full of practical, good, business sense. The writer has given the matter careful thought and deliberate study. I cannot agree with all that is given in that paper, or all that has been thrust at us. I do not agree with the thought that the publisher should guarantee the results of the advertising. I do not believe that is the publisher's business, and I certainly think the publisher, when he has given such guarantee, has bitten off too big a bite, whatever the proposition may be. To say to the advertiser, we guarantee to deliver the paper and to bring you adequate returns, to bring you a profit on your proposition, that is not a publisher's business. A New York Advertising man was once asked, "If I give you ten thousand dollars to invest in advertising, will you guarantee that it will bring back to me twelve or fifteen thousand dollars in return? The reply was, "If I knew where I could put ten thusand dollars in an investment and I knew it would bring back two or three thousand dollars in a few weeks, I would be a fool to tell you." I know my paper goes into 80,000 homes every Saturday, I don't know what they want, I wouldn't say what effect an advertising proposition is going to have. The advertising business requires a great deal of study. Take for example one of these large mail order houses. Do you think a publisher is going to solve all those problems, assume the responsibility of the work, and back up that enterprise with his knowledge? He will hardly get through solving the problems of that house before he will be asked to solve some other proposition. The complexity of problems requires him to be a man of enormous ability before he can carry the burdens of all the business world upon his shoulders, that is what it amounts

to. When the writer starts out by saying that he did not endorse the idea of advertising on a contingent basis, I agree with him. He doesn't buy his paper on a contingent fee basis, he has to pay the paper man, he has to pay his rent, all his expenses have to be paid. Why shouldn't the advertiser carry the burden of his own enterprise, and work his own proposition himself? I don't believe with the writer in saying that the old-time printer was a more competent man than the advertising man. He is an artist, he does not grow on every bush, it is a matter of evolution, he has certain principles our forefathers didn't have. What is true of art is true of advertising. "John Jones, Merchant," that was the style of our forefathers. An advertising man of today is a man of the highest ability, a man who can earn from five thousand dollars to fifty thousand dollars a year. Is a publisher going to say, "I am better able to write advertising, for my paper, better than these fellows who make it their business?" Advertising is on a higher plane.

Most publishers guarantee the honesty of every advertiser they admit to their columns. I believe in that. I believe it is the outcome of the same evolution of the higher principles in business applied to the publishing business in a concrete form. I had to buy a pig the other day because one was sold to one of my customers through my paper by a Montana breeder. I got the pig. I would like to hear from both sides of this question."

Colonel Dymond—The point I meant to make and the point Mr. Oswald made was that he should be reasonably certain that the advertisement would bring results. I make the point that newspaper men do not consider whether they can make their journals effective for the advertisers. We have advertisers come to us whom we tell that we hardly see how he could do them any good. We hardly think we had a clientele they could reach.

Mr. Oswald—I suppose you understand this paper was written by Mr. French, who knows a great deal about advertising, and has given a great deal of time studying into it. I suppose I can take his point of view that we can guarantee service. He reads the circulation list, and I tell him I can give him the same service Uncle Sam can give. I will guarantee he will get it to the same number of people as Uncle Sam will, but we can't guarantee to sell his goods any more than Uncle Sam. I think his idea is to guarantee what we can do. If we don't go to the class of people he ought to reach we ought not to accept the advertising.

Mr. Frost—I don't agree with what Mr. Oswald says about guaranteeing. The gentleman has his own ideas, they don't join with my ideas. I admit to my people that I am looking for money, if anybody outside of my particular line wishes to advertise I will let him in on almost everything except whisky. Many come to my office with ready-made plates, wishing to advertise in my paper at the regular current rates. I couldn't say whether it would do them any good; they had good money; I took it; and I think they were satisfied; I never had any complaint from them. I don't suppose it did them very much good. I never make any guarantees of any kind. No, sir, I tell them the character of the circulation of my paper. I say, we will send the paper to such and such people; the rest is with them.

At 12:55 a motion to adjourn until two o'clock was made and carried.

TUESDAY AFTERNOON, AUGUST 18TH.

The session was called to order by the president at 2:24.

"The Future of the National Editorial Association," a symposium, by W. L. Jones of Lebanon, Ill., was then read and received with much applause. (See page 596 for Address.)

Mr. W. B. Prescott being absent, Mr. N. C. O'Connor of Minneapolis read his paper, "Educating the Printer." See page 597 for Address.)

The President read a telegram from J. Adam Bede, who was to address the convention on, "Observation and Experiences,"—"Impossible to reach St. Paul. Mr. Fox will take my place."

There being a lull in the proceedings, Mr. Mayes of Texas addressed the chair:

Mr. President: It was quite late when we adjourned for dinner; perhaps these parties on the program did not know they would be called on so soon. Mr. Jones gave us a very excellent paper on the future of the National Editorial Association, which was to lead a symposium. Personally I have been very much interested in the future of the Association and I feel that those who have been longest in the service of the Association have a better foresight into the future; a number of those are here, I think it would be a good thing to hear from these older people, as to what they think of the future of the Association, and I would suggest that we hear from Colonel Folsom of Arkansas upon that matter.

Colonel Folsom—"I haven't thought of saying anything on this subject or any other. I was not down on the program, I scarcely know what to say. I have been with the Association for a number years. I see a number of others here who have good foresight. Brother Williams is here and possibly he has something. I have a great deal of interest in the Association, but I haven't attended as much as some others. I am down in a little country town, and we are not supposed to know very much about as big a thing as the National Editorial Association. It is hard to say what the future will be. I have thought a great deal upon this question. It is hard to say what will be the best thing to do. Somebody wants the association to go to a certain place, and they think it is a great thing, an advertising scheme for a town. That is all very well. What we want to do when we meet, at least we ought to, is to talk about subjects that will help our Association and our calling. We ought to get some pleasures outside, to meet our friends. At the same time there is so much that we ought to remember, and ought to do. The principal thing is, at least it is the practice of the members, to enjoy ourselves. We are glad to be treated nicely, we ought to do something that means something to the Association, and something for the newspapers of the country. We ought to have such papers as that. Sometimes we get some very dry ones, they are business papers, it is true we think they are very dry and dull. Business is a very dry thing, anyway. And we must forget when we hear one of those dry dull papers, that they don't mean anything to anybody, except in a business way. We need the small ones.

A discussion of former meetings, and work done and the good times had was entered into by Col. Dymond, Mr. Strong, of Washington, Mr. Collins of Minneapolis and others. Col. Dymond said in part:

It is a fact that the future National Editorial Association is a matter very worthy of consideration. It was founded by a membership extending over all the Union, coming long distances, and from communities which at the time of its founding were practically hostile. It has been impossible to make the arrangements with the railroads that were once made. Look around, see how many absentees there are. Some people think it does not pay to come here this afternoon, I am sure the people who are here know that it does pay. I am sorry they didn't hear Brother Jones' paper. They can take it up and by reading it very carefully, much can be learned. Where could there be as much learned as in this country? Traveling in a foreign country we learn the people in Sicily and the people of Naples do not understand each other, and the people of Rome do not understand the Florentines. Right here you see Robbins of Maine talking to Tozier of Oregon, three thousand miles apart they live. There is not a place on earth like this country. Mr. Mayes of Texas was talking to a man from Wisconsin. Over all this country with eighty millions of people, we are speaking one common language, and having a better opportunity of learning things, than anywhere else. I believe that eighty million people should maintain a National Editorial Association. Even the country doctors hold their convention. I don't think we should be heartbroken over the situation or should complain. Let us go ahead and do the best we can. I don't think we ever had a better convention than at Jamestown last year. We find here a large body; if we consider the future of our organization we must not consider it from any pessimistic point of view, but from the optimist's point of view and go on.

Mr. Strong, of Washington, said in part: The San Antonio meeting was my first meeting, it was in '88. I was then a delegation from the Michigan Association. This Association was about two years old. I believe the way to size up these meetings is to look at them from a personal standpoint. I can tell you what makes them interesting to me, what makes these meetings successful to me individually. In Washington we have pretty well threshed out this business idea. We started out and organized the Washington State Editorial Association twenty years ago. I have always held up my point in favor of the banqueting. I can attend to business, these papers are all right, and we need them. We need papers that will appeal to the membership more than we do carefully prepared addresses that take up a lot of time. I think we have one of the most prosperous state press associations in the United States. I was a member of another association that has threshed out the side line. That association had a very prosperous state association, they have carried along the idea of recreations. I believe we ought to get beyond the idea of setting type and running a job office, and headings for our paper, I believe

we ought to come together along a broader plane. I have always wanted to go to Boston, the time was not ripe when this association met there, it was one of the hardest trials I had to undergo, not to visit Boston then. The first time I had was a week ago last Sunday. I arrived in the morning; I went to church, and then I went over and sat in the shade of Bunker Hill Monument. I remembered a little incident that happened a few years ago at Quebec. We took a delightful drive and came to the "Plains of Abraham. We were gathered around a cannon marked, "Captured at Bunker Hill." I think there must have been about two hundred of us, finally some one broke the silence that followed, "You have the cannon, but we got the hill."

I believe it is to the interest of the people to get a lot of men together, like newspaper men. We come here because we like to see these old faces. There is a little poem about old faces and new faces. We meet here, we fratrnize. There are some we have come to think to be pretty tough fellows, we see them here, and find them a great deal broader minded than we thought. What we want to bring out is this idea of getting together and meting these people."

Mr. Collins—I believe we should get together and study something outside the technicality of typesetting and advertising, and become better American citizens. I was down to read a symposium this week, "Why I am an American Citizen." The best answer was by an Irishman who said, "I am an American Citizen because I was born in Ireland." Some of us who were not born in Ireland but left native lands and came to this country, have learned to be glad we are American Citizens. We have occasion to go outside our borders. I hope that some day we can go farther. It isn't merely the talking over of technical subjects, or what we can get in a correspondence school, but what we can get from travel. Travel, I think, affords us an opportunity of learning something which we cannot get from books.

Another member addressed the chair: There is such a thing as having too large a meeting of this kind, a meeting of a thousand people is too large for its own convenience and for the convenience of those who are entertaining them. The best time I ever had was when a party of a hundred went from New Orleans to California. Many said there were so few of us that we would not have any attention paid to us. We had more attention paid to us than when we had a thousand. The best thing about this Association is the fact that it brings the people together from the different parts of the country, different ideas, different people are brought together in one harmonious whole. We find out that a fellow belonging to the other party isn't so bad after all. The fellow belonging to the other party, and the other fellow are by no means enemies. The East depends on the West. When the crops are bad in the West we know we are going to have hard times in the East. The whole country is bound together in one interest. What is the interest of one section is the interest of the entire country. I am a dyed-in-he-wool Republican, and yet I cherish amongst my warmest friends in this Association, members of the opposite party and when we get together we find that we are not so bad as we might be. I think Mr. Strong hit the right idea when he said we should not get together for the serious idea alone, but to have a good time and be serious enough to get together. We shouldn't say we don't have time for banquetting. It is a good thing. In my city we get to go away for a change and forget our every-day affairs. I think each one of us will go back rejuvenated. I am sure when I go home I am better qualified to write a proper editorial for my paper than I was when I started away. I say by all means, let us keep the Association going. The Association is a help to us. I believe in "Building your life while you live, for you will be a long time dead." My son says, what do you waste your money for. I have given my sons a University education, and they will probably have something after me. I am not going to bother myself much about laying up money for them to spend.

Mr. Dowdell—I want to say that I have no fears for this Association. You can't keep it back, it is going forward. I believe we ought to have our pleasure out of this Association. Let us have our banquets, our trips, and receptions. Hospitality is not only due this Asociation, but will be greater if we do our part. We have visited the little city of Stillwater. I wonder if we would be unappreciative enough not to give them the proper credit due them. From our body we have appointed a committee to write up our trip, that committee makes it a point to write up the different items of interest and gives each locality, each individual the notice of which they are worthy. That is placed and published in our state reports, and those who have given us these little entertainments receive proper rocognition due them. I believe if this Association had a committee whose duty it was to note the items of interest and those who are worthy, and publish them in our reports, we would show a greater spirit of recognition, and there would be a greater demand for us to visit the different points of interest, and we would have better outings, warmer receptions and greater hospitality. Sometime in the near future Sioux Falls is going to extend to you an invitation to come and see them, and if you ever congregate at Sioux Falls, I assure you, you will find no place in the universe where you will have a greater time than you will have at Sioux Falls.

Mr. Herbert read the "Proposed New Law Authorizing the Consolidation of, and Evidence in, Libel Suits," a paper prepared by Lincoln Palmer of the American Newspaper Publishers Association. At the conclusion of the paper, Mr. Herbert said:

I move that we accept this communication and assure the American Newspaper Publishers' Association that this Association will co-operate with them, in any manner that will help the press.

Mr. Williams—I move that this matter be referred to the committe on resolutions

Col. Dymond seconded the motion, and Mr. Herbert accepted the amendment, which motion was adopted by the convention.

Mr. G. S. Griswold of New York then read his paper, "Successful Methods of Conducting an Evening Daily." And Mr. F. P. Hall of New York followed it with his paper on the same subject. (Se papers.)

The Roll Call of States was again taken up:

Massachusetts—Mr. Pierce: The Suburban Association of New England has one of the most successful organizations of newspaper men. It was originally organized among the country editors, and is still composed of country newspaper editors. There are among its members, publishers of weeklies in the small towns and cities of New England, also some trade publishers. It is made up in membership of men who usually attend these conventions, so that we have had full delegations at the National Convention for twenty years. I have the honor of having attended sixteen conventions previous to this, this being my seventeenth, and I shall try to come to the sessions in the future. Our New England Press Association was organized by New England publishers, and we have come through these many years and have held monthly meetings every single month. Brother Herbert sometimes drops in on us, and he always finds us there. Our membership is very scattered, yet with the scattered membership we have good meetings. I think it is hard to get better meetings than those we hold. Our local railroad laws have shut off the exchange of advertising for transportation, and since they went into effect all forms of advertising in exchange have been discontinued. It is difficult to have as large meetings as we had previous to that time. We have a lively organization. The local papers are increasing, they are more prosperous, the people look to the local papers for the news they can't get in the big metropolitan papers. The editors have become educated to give them what they can't get from the metropolitan papers. Local papers are stronger and better than they were ten, or twenty years ago. I think it is true of all the papers throughout the country. This National Organization has helped these local papers by talking over matters vital to the success of home newspapers.

Oregon—Mr. Strong called upon Mr. Tozier to speak. Mr. Tozier said: We had as good an attendance at the Oregon Press Association, and at the Washington Press Association, this year as we have ever had. The Washington boys put up hard cash, the Oregon boys got all the transportation they wanted, it makes no difference whether they pay their fare in cash or whether they pay in advertising. Out there this railroad advertising goes to the larger publishers, to those that are seldom represented in this Association. I think this meeting is a big one, and I think it shows that it makes no difference, whether the boys are from Maine or Oregon; if they are obliged to put up the cash, or whether they pay for their transportation in advertising, they are going to get to the meeting. In the State of Washington, and in the State of Oregon, we are practically cut out of all that may be called political advertising. In our state we have been cut down on the legal advertising by legislative enactment, and the newspaper busines has been put on a commercial business basis. The adevrtising is now on a legitimate commercial basis, and I see no reason why we should feel discouraged.

ALABAMA—Mr. Judson: We have only one association. It is a remarkably sucessful one, out of two hundred newspaper men in the state, we have an association of about one hundred and fifty. It is strictly non-partisan, there is not a Republican editor in it. One brother brought out the point that the members of his association were well off, we would like to be but are not. Colonel Dymond brought out the point that it had been his experience that the association received more hospitable rteatment in the smaller towns. That is our experience. In other words, country newspaper men are not much pumpkins in the larger cities. They are IT in the country towns, and not much attention is paid to them in the larger cities. This year we were invited to my home; one hundred and fifty out of two hundred came, we received them in our homes, we gave them a free trip to the beach and back. Those editors are going back up country and we are going to be repaid tenfold for the entertainment. What they did was voluntary.

WISCONSIN—F. E. Andres: Wisconsin has a good live press association, made up of all classes of newspapers in the state, from the great big Milwaukee *Sentinel*, to the little bit of a home paper, the entire bunch belong to the organization. Some four hundred and twenty-five or thirty. We have undertaken to inaugurate a scheme to regulate the general advertising. We have organized an advertising bureau to look after that business, we are planning to help the "profesh." We maintained, at the last session of our elgislature a committee to look after our interests. They earned their money. We are forging to the front, a country formerly a field of pine stumps is now a great country producing watermelons, sugar beets, besides the cereals and other products.

ILLINOIS PRESS—Mr. Castle: We are moving along in the same old way, entitled to sixteen delegates, eight present. We have another organization, the Republication organization. We are doing all we can. We all work in harmony, have a Legislative committee in attendance at the legislature during each session to see that no laws are introduced that might become enactments, without passing on them, the bad laws are killed if possible by the legislative committee, and the good laws passed if possible.

WASHINGTON—Orno Strong: I remember that Washington was first represented at the N. E. A., seventeen years ago, when President Stevens presided. I had the privilege of being one of the delegates. In fact in our State Press Association, I proposed that we send a delegate to the National convention, they had never heard of such a thing before. We have been represented at the annual conventions ever since that time. The most spirited election we have at our state press ascociation is for delegates to the National Editorial Convention. We have one of the most prosperous State Press Associations in the United States. Our association is made up of all clases of editors, all the large papers being represented. We feel the need of an association. Our papers don't have an easy time getting business. I have had some experience in looking into some of the most successful papers in Washington, I know what are some of their methods. The *Spokesman-Review* is considered one of the most successful papers in the state, in regard to circulation. They claim to have the best circulated paper in the West in their immediate field. They have a card system, if you move within their territory, I will guarantee they will get you, and when your time is out, they will get you to renew. If you move away, they will go after you. The only way for a man to get away from their subscription list is to die. In advertising it is just the same way. The daily papers employ the best men possible, if they get a special contract out of a man they are after him, it is their business to see that he uses more space than he contracted for, I have never seen such a strenuous life as it is there. I have been through these places where these papers are published, I have seen the surroundings. The land didn't look to me as though it would raise a very good crop, yet it was well populated. Wherever you see a new community the first thing you see will be the old printing press. I tell you it is a compensation to live in a new community like Washington. To feel that you are making two blades of grass grow where one is now, and that you are helping to build up a community."

THE WASHINGTON STATE PRESS—By Will A. Steel. One of the strong forces that contributes largely to the success and attendance of the meetings of the Washington State Press Association, is the active interest taken in live questions. Not only are matters of direct concern to the publisher and editor discussed and acted upon, but questions of civic and political import concerning the welfare and upbuilding of our young commonwealth, are given much thought and discussion.

Our annual meetings are attended, through special invitation, by our U. S. Senators, Congressmen, Govenor, Attorney-General, and other state officials. Thus they have opportunity to more fully explain to the editor the various measures that they believe will conserve to the state's good, and in return they are impressed with the editors' views and desires. The personal contact results in clearer understanding and greater accomplishment.

Not only does our Association, through its standing Legislative Committee, secure needed legislation regarding legal publications, but our members are to the fore in the demand for progressive enactments. Their most recent successful slogan has been for the direct primary and good roads.

In addition to addresses and papers from the strong men of our Association, it is always the aim to have present at our meetings men of National repute to talk on pertinent topics. At our meeting last month we had a clear and able exposition of "The New Postal Rules Regulating Renewal of Newspaper Subscriptions," by the Hon. A. L. Lawshe, Third Assistant Postmater-General. The venerable and well known Charles H. Fuller came from Chicago to give some apt 'Suggestions for Betterment of Relations between Publishers and Advertisers and Advertising Agencies."

We have thus found that the presence of strong and talented men, is an incentive to a large attendance of our members, who know that they will be amply repaid in the valuable suggestions and information imparted. For a similar reason our members are always desirous of attending the N. E. A. conventions. Although usually traversing a greater distance than any other delegation, our Association has had a larger average attendance of delegates than any other State, when the number of papers and population are considered.

In our land of Western promise we believe in organization and concerted effort. As a result of united and harmonious work we have a press association that is strong numerically and wields a powerful influence throughout the state. Its work is conducted with dignity and in absolute harmony, thus cementing a friendliness that makes each annual gathering looked forward to with greater expectancy and pleasure.

Mr. Nevin then read the paper on "Advertising Rates and the Newspaper Relation to the Advertising Agent," which was written by J. L. Mahin of Chicago. (See page 617, for Address.)

The Convention adjourned at 5:15 to meet at the Ryan Hotel at 8 o'clock in the evening.

TUESDAY EVENING, AUGUST 18th, 1908.

MEMORIAL SERVICE.

The President called the meeting to order, Dr. Ivey of Raleigh, South Carolina, delivered the invocation, and the President surrendered the chair to Past-President J. E. Junkin of the Necrology committee, who addressed the assembly as follows:

This is the meeting set aside for our memorial service, and we are gathered here to pay a tribute of respect to those who have "passed over the bar." I will ask Colonel Dymond to make us a short memorial address, and there will be brief addresses in regard to the departed brothers, which can afterwards be enlarged upon.

COLONEL DYMOND—Mr. Chairman, the limited time allowed us for the consideration of this serious matter scarcely allows one to do justice to it. In a general way we may refer to what has been done. There have sprung up within this Association a great many friendships. Many persons have found many kindred spirits here, and they have worked together at these annual gatherings. Some of our friends have been disposed to think that our organization has been composed of a lot of comparatively indifferent people, men perhaps of somewhat limited powers, this, possibly, from the fact that we are continually pleading our own poverty, from which they would necessarily think that we are at best of very limited culture. I have been surprised to find the great ability lying among the members of our organization. Realizing this we get together in our meetings and there find kindred spirits. Now we can readily see that after an organization of some twenty-five years, there must be some of our numbers drop away year by year, and these associations thus formed, must be broken. It is most fitting that we should here, upon an occasion like this, recall memories of those who have passed away, and to call to our minds especially those who have passed away this year. Our chairman quoted Tennyson's poem, "Passing Over the Bar." That was one of the best poems he ever wrote. We must all "pass over the bar," and so we would quote Tennyson, and

say of those who have gone before us, that "we long for the touch of the vanished hand, for the sound of the voices that are still."

Mr. Pomeroy, of Pennsylvania, spoke a few words in eulogy of *Col. R. H. Thomas.*

Col. R. H. Thomas died at his home in Mechanicsburg, Penna., on January 3rd, 1908.

When quite a young man, Col. Thomas was called upon to settle the estate of his grandfather who had published a church paper connected with the Baptist church. The knowledge he obtained of the business in perfecting this settlement led him to adopt it as his vocation. In order to properly equip himself for his chosen career he learned the business from its very foundation which accounted for his great success in later years. Wedded to the business, he embraced every opportunity that would increase the output, establishing and maintaining to his death the *Farmers Friend,* an agricultural paper that attained a wide circulation. In addition he published a weekly paper and later, asisted by his son, established a daily edition, the three papers still being published by his family. It is worthy of note that in addition to these, he printed for a time at his Mechanicsburg office the church paper which his grandfather had owned, and in the settlement of whose affairs he formed the attachment for the work which he pursued throughout his entire life, although the publication house of the paper was in a distant city.

Col. Thomas was the originator of the Pennsylvania Editorial Association, was its President, and for many years its Secretary, resigning the latter position only when the ifirmities of age prevented him from longer attending to the duties. He was one of the little party that met in New Oreleans in response to the call of Mr. Herbert and aided in the organization of the National Editorial Association. He was elected President of this organization at the Florida meeting in 1896, having been a delegate each year prior thereto and never missing a meeting thereafter until illness prevented.

In addition to his newspaper work he conducted annually, what is known in the eastern states as the great Grangers Picnic, a meeting at which thousands of people congregated daily for a week and where almost every candidate, of either party for the high offices of the State and Nation have been heard from the rostrum.

Col. Thomas never sought any political office, preferring to give his attention solely to the work in which he was engaged. He was frequently mentioned for high political honors but none of these appealed to him. He was a thorough journalist, one who spent his life in endeavoring to promote the interest of the press of the country, and in the upbuilding of his own commonwealth and that of the country at large. He was broad-minded, generous to the extreme, a wise counselor, and a devoted member of the newspaper fraternities to which he belonged. In his death this organization has lost a valuable associate and friend, his state one of its best and most honored citizens, and his family a devoted and loving husband and father.

Mr. Schoch, of Pennsylvania, gave a few words in regard to *A. D. Gould,* of Pennsylvania.

"The hearing ear, and the seing eye, the Lord hath made both of them," and he that is within the sound of our voices tonight, as we faintly and sorrowfully attempt to pay deserved homage and reverence for our departed brethern and colaborers, cannot but feel quickened and earnestly echo the prayer, that as our own pilgrimage has graciously been lengthened, that we may apply our hearts unto wisdom.

In the performance of this mournful duty, we realize that our Heavenly Father is our only Strength in weakness, that He alone can shed light in Darkness, and that without His mercy, our Life would represent only endless Death and oblivion.

A. D. Gould, of Eldred, Potter county, Pennsylvania, was a most honorable, active and faithful member of this asociation for many years. Very soon after our Convention held at Jamestown, Virginia, he was called hence to the bourne from whence none returneth, leaving behind a sorrow-stricken family and a large circle of friends.

A warm, personal friendship enables the speaker to attest how honorably and loyally he maintained the cares of life; his goodness and amiability were proverbial; his high character needs no human praise, and his eyes, it may truthfully be said, closed in peace.

When the grand summons comes, the pen and mouth of the friend and brother who can truthfully and sincerely write or speak naught but good of the departed, is perhaps more to be praised than the arm of the friend who may, only too unfeelingly, erect a monument of marble, bronze or brass, that is at best, only transitory and perishable.

As a newspaper editor and friend, Mr. Gould was conscientious, unassuming, modest and true to the higher responsibilities of life. The memory of the just *is* blessed. "Here's rosemary, that is for remembrance."

Mr. Sturgis, of Pennsylvania, was eulogized by Mr. Flint.

Chas Emory Smith, of Pennsylvania, by Mr. Lemade.

Hon Charles Emory Smith.

Perhaps the most regrettable death that has ocurred in the newspaper circles of Pennsylvania during the past year, is that of Hon. Charles Emory Smith, for many years the editor of the *Philadelphia Press.*

He was a strong, forceful man of high ideals, a most brilliant writer, who did much to elevate Journalism to a high standard, and who attained a position in life that is seldom reached by a member of our profession.

As an orator Mr. Smith gained national reputation, and probably many of you will remember the able address he made before this Association some years ago.

Mr. Smith served under President Harrison as Postmaster General, and while occupying that office he accomplished much in starting many of the practical reforms that have since been carried out by the Postoffice Department. Mr. Smith also very acceptably served this country as Embassador to Russoa under the administration of President McKinley.

In the death of Charles Emory Smith this country has lost one of its best editors, most brilliant orators, and one of its most able statesmen.

Mr. Lemade was followed by Mr. Moffet, who in speaking of Mr. J. S. Cologne of Indiana said in part, "He was a man who filled the full measure of his place. He received a scant education. but by his own endeavor and energy and push, he came abreast of the times, and kept up with the progress that was being made, and when the end came was one of the honored men. At the beginning of the war he volunteered to go to the front in defense of his country, and when he returned he took up the publishing and editing of his newspaper, and faithfully discharged that duty until the end came. In the meantime, the citizens called on him to represent them in the State Senate of Indiana, and this he did to the credit of himself and the credit of the state. Mr. Cologne had been the secretary of the Indiana Northern Editorial Association for some twenty odd years, he worked steadily all the time he was in the association and was the main stay of the organization, at the time of his death. But he has passed away to the other life. He filled his place. He was a good man and a good citizen.

MR. CHARLES ALDRICH.

C. M. Junkin, of Iowa paid tribute to Mr. Charles Aldrich. I rise to pay a slight tribute to Charles Aldrich, to say a word which will serve to keep alive the memory of a most excellent and deserving man. Mr. Aldrich came to Iowa in the early Fifties, and was a pioneer in the newspaper work in the state. With Matt Parrott, former president of this asociation, he was in the newspaper business in that state for almost fifty years, my father, the late W. W. Junkin lacked four months of fifty years of service on one paper in that state, Mr. Aldrich was contempory with him. I regret to say he leaves no son to perpetuate his name in the newspaper annals of Iowa, although each of the other "Father's of the press" in that state, I believe, has three sons, now engaged in that work. He was originally the owner, the founder perhaps, of the *"Buck Standard,"* in 1852 or 1853, later he removed to Webster and established the *"Freeman,"* in that city and was connected with that paper until a love for history lead him into a somewhat different field. He was the founder of the State Historical Association of Iowa, the founder of the State HistoricalDepartment for which he secured an appropriation from the Iowa Assembly, which he managed succesfully until after he was seventy years of age. But he passed away. he died full of years, full of honor, his name will be connected with the newspaper life of the state, it will be preserved in the archives of the state, and it should have a place in this association.

This was followed by an eulogy of Mr.H. P. Hall, of St. Paul, Minnesota, by Mr. Ramley.

Mr. Harlan P. Hall Came to St. Paul in 1862, just out of an Ohio college, 24 years of age, and married to a young woman of delicate health, which was perhaps the moving cause of leaving his home in the Western Reserve of Ohio. His father was the editor and proprietor of an influential weekly paper, and the son was as well equipped for the mechanical branch as could be obtained in a country office.

In the political evolution caused by the Civil War,and within a year of his arrival, his first newspaper business was

reporting on a new paper, the *Daily Union*. The necessity of healing a division in the Republican party brought about, within two years, a consolidation of papers, and his occupation went with the new paper. In 1866, there was an opportunity to purchase the *Daily Pioneer*, and with the assistance of a wealthy backer, the paper was purchased, and he became a political editor, changing the *Pioneer* into a mild Republican paper. As I was not in politics personally, I have no knowledge of the causes which brought about the sale of the *Pioneer* back to a Democratic syndicate nine months afterwards. He had enough money from this deal, however to enter into partnership with the writer, who was then conducting the first independent job printing office in the city, and encountering a very earnest opposition from the daily newspaper offices.

In an effort to enlarge our business, The *St. Paul Dispatch* was started on the 29th of March, 1868, and from this date, Mr. Hall's personality appeared in the politics of the State. The fight started against the paper with the first issue of the prospectus, and as Mr. Hall was allowed the free control of its editorial columns, the general trend was pugnacious in the extreme. He had an untiring energy, and was overanxious in getting in all the news of the day, doing personally the duties of editor, makeup, and lockup, and following the forms to the pressroom, and sometimes personally running to deliver bundles on a train already in motion. Mr. Hall continued editor of the *Dispatch* until 1876, when it seemed necessary for other parties to obtain control, and he sold out on advantageous terms, Captain H. A. Castle succeeding him as editor. His next venture was the establishment and sale of a lucrative newspaper patent inside business, after which he started the *Globe*, a distinctly Democratic paper, later on the Daily Call. During his whole career in running a daily newspaper he was financially handicapped, and perhaps was more or less influenced in his political writings. He was ambitious, but not to hold political office. He was brilliant in many ways, quick at repartee, and to see the humorous side of life. He was the first to suggest the organization of the Minnesota Editorial Association, was for many years chairman of its executive committee, and at one time President of the Association. There is a warm spot in the hearts of all living Minnesota editors contemporaneous with Mr. Hall's activities. His editorial course, was an indirect factor in shaping politics in the State; but notwithstanding all his energy, to most of his intimate friends, the latter years of his life seemed to be disapointment. He was worn out by his newspaper venture, by the double work before him of conducting and financing its affairs, until at last he was worn out in body and spirit, and died before his time.

Chairman Junkin called on Past President B. B. Herbert to speak to the memory of Crosby S. Noyes of Washington.

Mr. Herbert, speaking without notes, said in part;—A year ago, at Jamestown, we had an editor with us, one of the "Old Guard," Crosby S. Noyes of the *Washington Star*, who was probably the oldest newspaper man in active service in the United States. During the past year he has passed away. We still have upon our records his wonderful address of a year ago, and it is a delight for one to read it. He brings up the newspaper work from the time he first entered the field until today. He ascribes a great deal of the better understanding and feelings of today between the members of the press and the people of all sections to the National Editorial Association. He gave that as his opinion a year ago. It is very meet and right that we should here recognize his worth. Much has been said of the friendships that have been formed in this association. Here we have met, year after year, together in our annual conventions We certainly have become endeared to each other, and have come to under stand each other better. We have also been brought together with men who have had large responsibilities, and who have had large fields in which to work. Three names occur to me; James W. Scott, founder of the *Hereld*, Chicago, one of the greatest newspaper men this nation has produced, was at on time actively engaged with us. He lived a noble life and left a grand paper. Then there was George W. Childs of Philadelphia, who accompanied us on our trip to San Francisco, and who greatly sympathized with our work. I well remember conversing with him on the Excursion Steamer as we were going through San Fransisco Bay. He said his whole heart was in sympathy with us. He spoke of the grand idea of bringing these editors together, how much pleasure and development might be realized. Last year we were privileged to meet that grand old man at Jamestown. I know he won all our hearts. In the early days he settled in Washington, started his newspaper career, and remained there during all his life, and built up his grand paper there. Not only that, he was an ideal newspaper man in that he was always working for his city and the community as well as for the nation at large. He was a city builder, and he worked with the men and means at hand. He said in a somewhat humorous vein, "Presidents may come and Presidents may go, but the press goes on forever." This expression contained an important truth. A paper goes on forever, and its character remains long after the man who has founded it has passed away. You cannot get away from the influence of a paper once founded on truth. There is a continuity in a well established paper that is lacking in other works or callings in which men engage. The newspaper work done by Mr. Noyes is continuous, its character and influence will be handed down for a good many years, until the traditions of the paper are changed and then there must come a changed constituency, for a worthy paper educates, molds, and holds its clientele, and then the constituency hold the paper true to its course, to its constituency. He has raised noble sons that follow him in the work. There is no newspaper man in Chicago that stands higher than his son who is at the head of the *Record Herald*. It is one of the best all-around papers, in high character in news as well as mechanicallyy and editorially. Its clean principles stand for the right regardless of affiliations. There is no cleaner paper in the country than the *Record-Herald*. He has another son that succeeded him at Washington. A man who exerted such an influence in building up and beautifying a city, and that the capital of a great country; who helped to build up its beautiful streets and parks and so fine a newspaper home, and such a paper, and then left sons worthy to succeed him, has lived a grand, ideal life. We met him in the age of his maturity.

The paper that lives is the paper that is loyal, that is building up its community, its county and its state, that rises above its politics. The paper that is a city builder is one that lives and has power after its founders have passed away. I hope that this nation will build at Washington at no distant day a monument to this man, and I hope that the National Editorial Association will enter into the work, and see that such a monument is erected.

Mr. A. Noltner of Oregon, was brought to mind by Mr. Tozier who said: Mr. A. Noltner was one of the charter members of the Oregon Press Association. After receiving notice sent out by Brother Herbert favoring the formation of a National Editorial Association, Mr. Noltner started for New Orleans to attend that meeting. Owing to a railroad wreck he was about two days late for the meeting at New Orleans, so did not get to attend the first meeting of this association. He has twice been elected a delegate to this convention, once at the meeting at Cincinnati, and to the meeting held in Portland. He helped build up this organization and give it strength, although unable to attend, he was always urging some one to go to the National Association meetings. When he died he held certificates of membership in the Oregon Press Association, in the A. O. U. W., certificate No. 1, of Lodge No. 1, of the Odd Fellows. This summer he was found dead, siting in a chair in his son's room.

Joseph Leicht of Minnesota was brought to mind, and in the absence of Mr. Hodges who had been selected to pay a tribute to the deceased, Mr. Herbert was called upon and said in part: Mr. Leicht was a good newspaper man, and his heart was in the newspaper work. I knew him in the Minnesota Editorial Association and he served at one time as its President. Last February I met him at the Convention of the Minnesota Editorial Association and passed an evening with him. He then expected to meet with us here and spoke in pleased anticipation of the Convention and of meeting his friends in the Association. He was known as a brother to every member of the association. We all liked him. He came to this country, established a German paper at Winona, built up an influence over the whole Northwest with his paper. He was broad and liberal minded. He believed in the old German principles, and was always on the side of loyalty, and truth. His wife had been taken from him and he was broken up with his sorrow, he thought he would get away from his sad surrounding, and started for Europe. His health gave way, and owing to the somewhat stormy weather his strength was not sufficient to bear up. He died on the steamer before he reached his native shores.

E. J. March of Michigan, was mentioned, but there was no one present able to give a sketch of his life.

Mr. Judson, in speaking of W. C. Dinwiddie of Alabama, said: Mr. W. C. Dinwiddie of Alabama has pased away. He came to Alabama some years ago from Iowa, and was on his way back home. He died suddenly on his sleeper going into Cincinnatti. He had a strong, vigorous character, came down south, and became interested in real estate and did a great deal to up-build his section of our state around Mobile Bay. He was a progressive man, of advanced ideas. He accepted

our custom as he found them, and adapted himself to them. He made a great many friends, and did a great deal for the state.

This concluded the report of the necrology committee, and Dr. T. N. Ivey, of Raleigh, North Carolina read his paper "The Religious Press in our National Life," after which the meeting adjourned to meet at Nine o'clock, Wednesday morning. (See page 611.)

WEDNESDAY MORNING AUGUST 19, 1908.

The convention was called to order at 9:55. "Print Shop Suggestions" was the topic of the opening paper, read by Mr. A. D. Moffett, of Elwood, Indiana.

The Credentials Committee then submitted their preliminary report, which was accepted.

MEMBERS OF NATIONAL EDITORIAL ASSOCIATION. TWENTY-THIRD ANNUAL CONVENTION, ST. PAUL, MINN., AUGUST 17-22.

REPORT OF COMMITTEE ON CREDENTIALS.

OFFICERS.

PRESIDENT—Henry Branson Varner, *Dispatch*, Lexington, N. C.
FIRST VICE-PRESIDENT—Will H. Mayes, *Bulletin*, Brownwood, Tex.
SECOND VICE-PRESIDENT—A. Nevin Pomeroy, *Franklin Repository*, Chambersburg, Pa.
THIRD VICE-PRESIDENT—R. E. Dowdell, *Advocate*, Artesian, S. D.
CORRESPONDING SECRETARY—William F. Parrott, *Reporter*, Waterloo, Ia.
RECORDING SECRETARY—J. W. Cockrum, *Journal*, Oakland City, Ind.
TREASURER—William A. Steel, *Nome Daily News*, Seattle, Wash.
POET LAUREATE—W. E. Pabor, *Florida Agriculturist*, Avon Park, Fla.
FLAG CUSTODIAN—C. F. Lehmann, *Herald*, Halletsville, Tex.
PUBLISHER OF OFFICIAL PAPER—B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

ADVISORY BOARD.

W. A. Ashbrook, *Independent*, Johnstown, Ohio.
A. W. Glessner, *Gazette*, Galena, Ill.
J. M. Page, *Democrat*, Jerseyville, Ill.

HONORARY LIFE MEMBERS.

*Mrs. Matt Parrott, Iowa.
Mr. Jas. G. Gibbs, Ohio.
Mr. J. M. Page, Illinois.
Mr. R. M. White, Missouri.
Mr. H. C. Page, New Jersey.
Mr. Frank R. Gilson, Michigan, (Deceased).
Wm. H. H. Judson, Alabama.
Hon. Wm. A. Ashbrook, Ohio.
Mrs. J. Irving Steel, Pennsylvania.

First President—B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago, Illinois.
Second President—C. H. Jones, 150 Nassau St., New York City.
Third President—Gov. A. B. White, Charleston, W. Va.
Fourth President—James R. Bettis, 212 S. Third St., St. Louis, Mo.
Fifth President—Chas. A. Lee, *Gazette and Chronicle*, Pawtucket, R. I. (Deceased.)
Sixth President—E. W. Stephens, *Herald*, Columbia, Mo.
Seventh President—W. S. Cappeller, *News*, Mansfield, Ohio.
Eighth President—2d Auditor Navy, Washington, D. C.
Ninth President—Walter Williams, *Herald*, Columbia, Mo.
Tenth President—A. O. Bunnell, *Advertiser*, Dansville, N. Y.
Eleventh President—R. H. Thomas, *Farmers' Friend*, Mechanicsburg, Pa. (Deceased.)
Twelfth President—Louis Holtman, *Jeffersonian*, Shelbyville, Ind.
Thirteenth President—Joseph B. Maccabe, *Argus*, East Boston, Mass.
Fourteenth President—R. H. Henry, *Clarion Ledger*, Jackson, Miss.
Fifteenth President—Matt Parrott, *Reporter*, Waterloo, Iowa. (Deceased.)
Sixteenth President—F. B. Baillio, *Review*, Cleburne, Texas.
Seventeenth President—Albert Tozier, *Pacific Farmer*, Portland, Ore.
Eighteenth President—Garry A. Willard, *Herald*, Boonville, N. Y.
Nineteenth President—P. V. Collins, *Agriculturist*, Minneapolis, Minn.
Twentieth President—W. W. Screws, *Advertiser*, Montgomery, Ala.
Twenty-first President—John Dymond, *Sugar Planter*, New Orleans, La.
Twenty-second President—John E. Junkin, *Bulletin*, Sterling, Kan.

LIST OF DELEGATES ATTENDING THE ST. PAUL CONVENTION.

A star (*) preceding the name of delegate indicates that he was accompanied by his wife or other person.

Two stars (**) indicate two persons, etc.

Alabama—**Hon. Life Member, Wm. H. H. Judson, *Weekly*, Bessemer; Emil Lesser, *Courier*, Birmingham; Frank Crichton, *Banner*, Clanton; **Jas. H. Hard, *Journal*, Bessemer; W. A. Brown, *Union Herald*, Edwardsville; R. H. Walker, *Democrat*, Athens; *F. L. McKenzie, *Weekly*, Tallahassee.

Arkansas Press Association—Ex.-Com. W. W. Folsom, *Gazette*, Hope; Mrs. A. V. Folsom, *Gazette*, Hope.

Connecticut Editorial Association—Ex.-Com. Geo. C. Woodruff, *Enquirer*, Litchfield.

Florida Press Association—Poet Laureate, W. E. Pabor, *Florida Agriculturist*, Avon Park.

Illinois Press Association—**Past-Pres. B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago; J. B. Castle, *Argus*, Sandwich; **M. H. Spence, *Gazette*, Elmwood; *Geo. W. Hughes, *Register*, Clinton; *Mrs. S. B. Merritt, *Local*, Lostant; *Chas. E. Hull, *Herald-Advocate*, Salem; *P. N. Mason, *Plain Dealer*, Buda; H. C. Paddock, *Herald*, Arlington Heights; E. M. Garlick, *Times-Review*, Hopedale; E. E. Williamson, *Press*, Griggsville.

Military Tract Press Association—**Ex.-Com. Will Curtis, *Star-Courier*, Kewanee; A. E. Stetson, *Messenger*, Neponset; Geo. W. Cyrus, *The Journal*, Camp Point.

Illinois Woman's Press Association—Ex.-Com. Mrs. Rose L. Colby, *New World*, Chicago; **Estelle Ryan Snyder, *Herald-Recorder*, Maywood; **Mrs. Sallie A. Moses, *Northwestern Agriculturist*, Minneapolis; Caroline A. Huling, *The Bookseller*, Chicago.

Illinois Republican Association—Ex.-Com. W. L. Jones, *Journal*, Lebanon; **Cadwell P. Mead, *Herald*, Geneva; H. D. Hemmens, *Courier*, Elgin.

Inland Daily Press Association—Ex.-Com. A. W. Glessner, *Gazette*, Galena, Ill.; **W. L. Black, *News*, Elgin; *Mrs. L. F. Greenleaf, *Journal*, Savanna; Frank E. Noyes, *Eagle-Star*, Marinette; E. P. Adler, *Times*, Davenport.

Republican Editorial Association—Ex.-Com. Will H. Craig, *Ledger*, Noblesville; Edw. J. Hancock, *American*, Brookville; E. A. Rose, *Magnet*, Angola; Miss Hedwig Bott, *Journal*, Tell City; *James E. Montgomery, *Republican*, Greenfield; ***J. A. Kautz, *Tribune*, Kokomo; Harry A. Strohm, *Enterprise*, Kentland; ***F. A. Miller, *Tribune*, South Bend; *Mrs. T. J. Brooks, *The Mail*, Bedford.

Indiana Democratic Editorial Association—***Ex.-Com. A. B. Crampton, *Citizen-Times*, Delphi; *B. F. Louthain, *Pharos*, Logansport; S. G. Ellingham, *Democrat*, Decatur.

Indiana Southern Press Association—*Rec. Sec. J. W. Cockrum, *Journal*, Oakland City; Ex.-Com. W. W. Aikens, *Star*, Franklin.

Indiana Northern Editorial Association—*Ex.-Com. A. D. Moffatt, *Daily Record*, Elwood; Will E. Beeson, *Journal*, Winchester.

Iowa State Editorial Association—**Cor. Sec. Will F. Parrott, *Reporter*, Waterloo; **Hon. Life Member, Mrs. Matt Parrott, *Reporter*, Waterloo; *Ex.-Com. Edgar F. Medary, *Democrat*, Waukon; G. L. Caswell, *Bulletin*, Denison; ***Harvey Ingham, *Register and Leader*, Des Moines; Sherman Yates, *Advertiser*, Tipton; E. C. Bailey, *Republican*, Decorah; **W. L. Branagan, *Democrat*, Emmetsburg.

Iowa, Upper Des Moines Association—E. A. Snyder, *Daily Record*, Cedar Falls; A. W. Adams, *Independent*, Humboldt; *H. G. Zimmerman, *Advocate*, Dows; **Geo. C. Tucker, *Journal*, Webster City; C. A. Roberts, *Messenger*, Fort Dodge.

Iowa, Northeast Association—*Ex-Com. H. J. Green, *Public Opinion*, Decorah; *J. W. Doxsee, *Express*, Monticello; *Ed. Madigan, *Star*, Clarksville; Chas. McLean, *Times-Journal*, Dubuque; *W. S. Beals, *Leader*, Hopkinton.

Iowa, Southwest Association—*Ex.-Com. C. M. Junkin, *Ledger*, Fairfield; Mrs. A. B. Booker, *Gazette*, Creston.

Kansas State Editorial Association—*Past-Pres. John E. Junkin, *Bulletin*, Sterling; Ex.-Com. Sheridan Ploughe, *Independent*, Hutchinson; J. Byron Cain, *News*, Belle Plaine; *M. C. Hemenway, *Dispatch*, Hope; J. W. Sowers, *New Era*, Spring Hill; *John Redmond, *Republican*, Burlington; *Ben Mickel, *Clipper*, Soldier; *W. M. Glenn, *Republican*, Tribune.

Kentucky Press Association—*Ex.-Com. R. R. Perry, *Sun-Sentinel*, Winchester.

Louisiana Press Association—Past-Pres. John Dymond, *Planter*, New Orleans; W. D. Robinson, *Daily Picayune*, New Orleans; Conrad J. Lecoq, *Banner*, New Roads; F. L. Knobloch, *Commercial Journal*, Thiboleaux; Miss Florence Dymond, *Planter*, New Orleans.

Maine Press Association—*C. W. Robbins, *Enterprise*, Old Town.

Maryland Republican Press Association—Ex.-Com. Vernon N. Simmons, *Morning Herald*, Hagerstown.

Michigan Press Association—Ex.-Com. L. A. Sherman, *Daily Times*, Port Huron; Wm. P. Nisbett, *Herald*, Big Rapids.

Minnesota State Editorial Association—*Past-Pres. P. V. Collins, *Agriculturist*, Minneapolis; Ex.-Com. H. C. Miller, *Free Press*, St. Peter; *S. G. Peterson, *Reveille*, Redwood Falls; *J. A. Maxwell, *Republican*; Fulda; *J. P. Hurley, *Tribune*, Albert Lea; D. Ramaley, *A. O. U. W. Guide*, St. Paul; *Irving Todd, *Gazette*, Hastings; *H. C. Hotaling, *Enterprise*, Mapleton.

Minnesota, Home Print Association—Ex.-Com. W. R. Hodges, *Herald*, Sleepy Eye; K. O. Sandum, *Sentinel*, Bricelyn; A. T. Johnson, *News*, Winthrop; C. D. Belden, *Transcript*, Austin.

Mississippi Press Association—Past-Pres. R. H. Henry, *Clarion Ledger*, Jackson; Ex.-Com. J. J. Gillespie, *Commonwealth*, Greenwood; Mrs. J. L. Gillespie, *Commonwealth*, Greenwood; J. A. Richardson, *Tocsin*, Indianola; Dr. J W. Lucas, *Tocsin*, Indianola; W. N. Hawkins, *Gazette*, Raymond; Wm. Ward, *Times*, Starkville.

Missouri State Press Association—Past-Pres. E. W. Stephens *Herald*, Columbia; Past-President Walter Williams, Columbia; J. S. Brenne-

man, *Capital,* Sedalia; **Ben F. Wood, *Tribune,* Laredo; *Ovid Bell, *Gazette,* Fulton; *W. O. L. Jewett, *Democrat,* Shelbina; Omar Gray, *Leader,* Sturgeon; J. Kelly Pool, *Courier,* Centralia.

Missouri, Northwest Press Association—*Ex.-Com. Wes L. Robertson, *Democrat,* Gallatin; H. F. Staple, *The Mail,* Rockport;

Missouri, Northeast Press Association—*F. L. Link, *Journal,* Kirksville.

Missouri, Southeast Press Association—*E. L. Purcell, *Democrat-News,* Frederickstown.

Nebraska State Press Association—**Ex.-Com. W. G. Purcell, *Chief,* Broken Bow; H. M. Wells, *Vidette-Herald, Crete;* *L. A. Varner, *Sun,* Sterling; *C. E. Nevin, *Advocate,* Laurel; **Frank O. Edgecombe, *Signal,* Geneva; Tyler Edgecombe, *Farmer,* Lincoln; *Ross L. Hammond, *Tribune,* Fremont; *S. E. Cobb, *Enterprise,* Emerson; D. M. Butler, *Legal News,* Lincoln.

New England, Suburban Press Association—*Ex.-Com. Ernest H. Pierce, *Journal,* Revere, Mass.; H. B. Hale, *Gazette,* East Hartford, Conn.

New York State Press Association—*John Clyde Oswald, *American Printer,* New York; **Franklin B. Beers, *Sentinel,* Rome; E. P. Hall, *Journal,* Jamestown; E. S. Underhill, *Evening Leader,* Corning; G. S. Griswold, *Daily News,* Batavia; *Chas. C. Overton, *Journal,* Coney Island; John A. Sleicher, *Leslie's Weekly,* New York.

North Carolina Press Association—President H. B. Varner, *Dispatch,* Lexington; Ex.-Com. J. J. Farriss, *Daily Enterprise,* High Point; H. C. Martin, Jr., *The News,* Lenoir; Mrs. H. B. Varner, *Dispatch,* Lexington; *T. N. Ivey, *Christian Advocate,* Raleigh.

Ohio, Buckeye Press Association—Hon. Life Member, W. A. Ashbrook, *Independent,* Johnstown; Felix A. Koch, *Feature Writer,* Cincinnati; Wm. G. Hoffer, *Herald,* Willshire; A. P. Sandles, *Sentinel,* Ottawa; *Howard Amos, *Democrat,* Sidney; H. D. Campbell, *Republican-Gazette,* Lima; *H. B. Rusler, *Gazette,* Centerburg; *C. C. Fowler, *Dispatch,* Canfield; E. Benj. Yale, *Chronicle,* Waynesfield.

Ohio, Associated Dailies—John T. Bourke, *Leader,* Cleveland; J. H. Simms, *Morning Tribune,* E. Liverpool.

Ohio Editorial Association—Ex.-Com. J. F. Lanning, *Bulletin,* Norwalk;

Oklahoma Press Association—Miss Maude O. Thomas, *Herald,* Beaver.

Oregon State Press Association—Past-Pres. Albert Tozier, *Pacific Farmer,* Porland; J. B. Fithian, *Lantern,* Portland.

Pennsylvania Editorial Association—Second Vice-President, A. Nevin Pomeroy, *Franklin Repository,* Chambersburg; *Ex.-Com. R. H. Thomas, *Daily Journal,* Mechanicsburg; *Harry Slep, *Mirror,* Altoona; *J. H. Trescher *Dispatch,* Jeanette; H. A. McFadden, *Standard,* Hollidaysburg; *Walter Fosnot, *Daily Sentinel,* Lewistown; L. E. Flint, *Daily Times,* Monongahela City; Oliver D. Schock, *Press Bureau,* Harrisburg; Wm. Stanley Ray, *Telegraph,* Harrisburg; *Dietrick Lamade, *Grit,* Williamsport.

Rhode Island Press Club—*Ex.-Com. Walter B. Frost, *Manufacturing Jeweler,* Providence; E. A. Noyes, *Pendulum,* East Greenwich.

South Dakota State Press Association—**Third Vice-Pres. and Ex.-Com. R. E. Dowdell, *Advocate,* Artesian; **Fred N. Dunham, *Review,* Wessington Springs; *Geo. Schlosser, Newspaper Union, Sioux Falls; *D. E. Ward, *Times,* Dell Rapids.

Tennessee Press Association—E. C. Perry, *Democrat,* Columbia; *W. W. Barksdale, *Leaf-Chronicle,* Clarksville.

Texas Press Association—First Vice-Pres. Will H. Mayes, *Bulletin,* Brownwood; Flag Custodian, C. F. Lehmann, *Herald,* Hallettsville; Ex.-Com. J. P. Chambless, *Daily News,* Ennis; J. H. Lowry, *Signal,* Honey Grove; C. E. Gilmore, *Chronicle,* Wills Point; T. E. Streight, *Mirror,* McGregor; *J. S. Daley, *Progress,* Dublin; *Miss M. E. Neal, *Register,* Carthage; *Jasper Collins, *Watchman,* Carthage; C. H. McMaster, *Tribune,* Galveston; Geo. M. Barnes, *Herald,* Brownsville; A. R. McCollum, *Tribune,* Waco; E. P. Holland, *Farm and Ranch,* Dallas; Tom W. Perkins, *Courier-Gazette,* McKinney; Tom B. Lusk, *News-Herald,* Italy; Sam P. Harben, *Echo,* Richardson; *Cyrus Coleman, *The Independent,* Henrietta; W. A. Johnson, *Herald,* Memphis.

Utah Press Association—Ex.-Com. S. L. Raddon, *Record,* Park City; *I. E. Diehl, *Record,* Mammoth.

Washington State Press Association—Treas. and Ex.-Com. Will A. Steel, *Nome News,* Seattle; E. P. Mitchell, *Pioneer,* Stevenson; John A. Swett, *Star,* Sultan; Fred Ornes, *Argus,* Mt. Vernon; John L. Wilson, *Post-Intelligencer,* Seattle; Orno Strong, *West Coast Trade,* Tacoma.

West Virginia Editorial Association—Past-Pres. Gov. A. B. White, Parkersburg; Ex.-Com. M. G. Sperry, *Telegram,* Clarksburg; *Geo. G. McIntosh, *News-Mail,* Charleston; W. R. Morris, *News,* Davis.

Wisconsin Press Association—***Ex.-Com. Adolf Candrian, *Abend Stern,* La Crosse; *C. R. Morse, *Journal,* River Falls; **Emil Baensch, *Post,* Manitowoc; J. H. Waggoner, *Leader,* Eau Claire; *F. E. Andrews, *Advance,* Bloomer; Tom O. Mason, *Advocate,* Cumberland.

RECAPITULATION.

Associations represented	48
Officers	9
Past-Presidents present	8
Honorary Life Members present	3
Committeemen and Delegates	193
Total voting strength of Convention	212
Ladies in attendance	127
Total Membership of Convention	340

Respectfully submitted,
WILL A. STEEL,
Washington.
F. L. MCKENZIE,
Alabama.
DIETRICK LAMADE,
Pennsylvania.
W. G. PURCELL,
Nebraska.
S. L. RADDON.
Utah.
Committee on Credentials.

The discussion of Mr. Moffett's paper was then taken up. Mr. Hammond said, "I like the tone of the paper, I wish to approve of one suggestion made with reference to the different departments conferring with each other. It is a rule we have adopted in our plant and enforced with some degree of irregularity but always with profit. Each one here who has conducted a printing office of many different departments knows it is difficult to preserve harmonious relations between the different departments. The first thing you know the press rom has a grudge against the composing room, and the composing rom against the bindery, and so on. It is difficult to kep them in harmonious relations with these departments. Our solution to this problem is to have conferences, where they may state their grievances. The proprietors are then in a better position to understand the conditions in their plants and to keep things moving smoothly. I want to endorse Mr. Moffet's words in that particular, and to say that so far as our experience has gone, it has been very profitable to us, and I hope that you who have not done so will try it once, and see the profit there is in it."

BY THE PRESIDENT—Mr. Edgecombe has one of the best circulations in the country, he is unfortunately a blindman, but he knows his business much better than most men that have two eyes.

BY MR. EDGECOMBE—Mr. President, in order that my address might not extend to too great a length I have put it in writing, and crave your indulgence and permit my son to read what I have written. Mr. Tyler Edgecombe then presented his father's paper, "How to build up and maintain a Circulation." (See paper, page 600.)

MR. HANCOCK, of Indiana, I ran a contest for six weeks, I got six hundred and sixteen subscribers. I have no one for more than two years.

MR. EDGECOMBE—There are many things to be taken into consideration, the conditions, and circumstances differ. I don't think it would be possible to work in that length of time. But one must consider his field, I tried ti explain that my field was limited. When a circulation of 2,000 is secured in the county where this was secured, it was a large circulation.. My brother said he got 616 subscribers, he didn't say what his start was, or what he began with. If this paper had only a circulation of 1,000 we could have put on 1,500, but we had all the people. The man who is in the field and his field is unlimited, can do very much more than if his field is limited. He can only work in the field he has.

QUESTION—I would like to ask if he has conducted any more than one of the contests?

MR. EDGECOMBE—A contest can be put on with changing circumstances, in our state, in our county we have had a wonderful change in population, people have come there, doubled their money in land and moved on, the older people have sold out at a very high figure, and they have gone on. These new people come into our town in large numbers. The publisher who wants to do business must get out and do business somehow, and therefore we must get out much more frequently than in some places where the population remains stationary. So in about three or four years or perhaps a litle less, I had some very successful contests, I had two short contests in a year, entirely different. The reason I had this last contest was because of the change in the population. It is useless to go out and do this kind of work unless you have the kind of a paper you can keep in their homes. In our country practically every one reads, we have a few foreign people, their children read. It is possible to sell American newspapers in most all their homes. It seems to me that it is impossible to conduct a newspaper unless you have the goods. I have known certain pub-

lishers to give their paper away for seventy-five cents or a dollar. You cannot have a paper unless you have something to put into it. You must buy the stuff to put into your paper, therefore I have never published a paper for less than a dollar per year, and have never failed to double the circulation of most of my competitors. The people want a good thing, they will readily pay cash. When the postal rule went into effect, we had no trouble with it at all, we had complied with it before it was enforced. Some one has said something about not taking money two or three years in advance. I will take money one hundred years in advance.

Mr. Hale—I come from Connecticut, it is worth money to come out here and listen to such a paper. I would like to hear the others talk about the same subject. The newspaper men in Connecticut haven't the nerve to go out and take subscriptions. I started in a little town, I was poorer each year. I went after my subscribers, I got a little something. I have learned a great deal at these meetings. I went to one meting, somebody had goten out an Easter Number, went home and got out an Easter number. I went to another convention, they told me how to get out a Christmas number that nets me $250. every year. I get out and hustle for business, and I have a nice litle circulation to back it up.

Govenor White, of West Virginia—The daily papers in my town had a contest, and one of them has paidup subscriptions for five years, and a large number of subscribers. I gues that there is about four thousand dollars in paidup subscriptions, that paper has been forced into involuntary bankruptcy, and is to be sold under the hammer. The question is, what is to become of the paidup subscribers, there will not be any assets to divide among the creditors. The man that buys that paper will have to take care of those paid-up subscribers, they are liabilities of the concern. Of course who ever buys it will have sense enough to realize that the circulation is worth holding, and will arrange to take care of those subscribers. There ought to be a limit to the number of years for which you take paidup subscribers. We don't solicit subscriptions in West Virginia in Autos. The best way in West Virginia is to tuck your pants into your boots and get out and hustle and work as though you mean business.

Colonel Dymond—I think the Governor takes the hundred year proposition too seriously. There wiuld be very litle to pay on any country newspaper. I am not sure I am right. I believe it is on account of the very limited amount of money involved in each transaction, it is a sort of retail business, and usually you can't get money to engage in that business because the aggregate, under ordinary conditions, is smaller than it would be in a wholesale business. I would call your attention to the fact that we have an authority on this subject right here, and I believe he will tell us the way out of this mess, I refer to Mr. Williams, Dean of the School of Journalism of the Misouri State University.

Mr. Williams stated that he had nothing to say at this time, and laughingly added that Col. Dymond had not yet matriculated or paid his tuition in the School of Journalism.

Mr. Hancock—The gentleman from Nebraska called for a statement of my circulation, my field is 1600 Republican voters. I have 2375 subscribers. I have had offered to me twenty dollars on one advance subscriptioon. I didn't take the money, for the reason that if I died and my estate tried to sell the newspaper, this would interfer with the price. No one wants to accept a newspaper with a number of subscriptions paid up for ten or twenty years. I thought if I had to sell my paper or failed no man would buy it, it would lose its value.

Mr. Cockrum—I took subscribers for ten years on this scheme, I gave the subscribers a certificate that the money was secured in a bank in our town. I had an arrangement so that the money was secured, and the subscriber was guaranteed for the full amount. The money was in the bank, and the bank guaranteed the paper or the return of the money.

The President announced that Mr. Seitz who had prepared a paper on "Print Paper—Combines and Prices, as Related to the Existing Tarriffs on Wood Pulp and Print Paper," would not be able to attend, the paper would be read by Mr. Walter J. Driscoll of the St. Paul *Dispatch,* who said in presenting the paper, "I presume this paper should be presented with the understanding that I did not write it, I did not know until yesterday that I was to read it. I am sure you will appreciate the statements of Mr. Seitz." (See paper on page 618.)

Mr. Hammond—I move that this paper be referred to the committee on resolutions.

Mr. Junkin—I rise to a point of order, under the rules of this association, I believe this is a matter for discussion.

The President—Motion ruled out of order.

Mr. Dowdell—I want to say, brothers and sisters, of this Association, that I can't discover as this is politics. I am a Republican by birth, I loved Abraham Lincoln, I grew to be a man, I ruined a suit of clothes carrying a torch light hallowing for R. B. Hayes before I could vote. I don't like the word Democrat, I find myself enrolled in that list today, and I hope this question will be discussed to the end. You remember that a commitee of five was appointed to prepare a memorial to Congress. I was on that committee. It fell to my lot to have to go out with my wife, and the other four members met and drafted that memorial, they were nicely drawn. I said yes, I will join with you, and I will sign that memorial. They asked Congress to remove the tarriff on wood pulp. I wanted to sustain that part of the proposition. The memorial opened up the rate question. I opposed this. Reports were submitted the majority and minority, I was the only one that signed a minority report. I was proud that the Executive Committee of this organization voted down the proposition to ask for special privileges for newspaper men as regards transportation. You ask me if I think it was good political economics to ask a removal of tariff on paper and wood pulp, I say no, it was a wrong thing to do, but I Idid it that good might come from it. It is wrong to ask the removal of tariff from wood pulp and paper and leave the tariff on lumber to build the por man's little home. I say let us be consistent. Let us not say that the tariff on those goods of ours is a curse, and on other goods necessary. Let us forget political parties.

Mr. Herbert—In regard to the memorial to Congress, I want to say that the committee was made up of members of both the great parties, and the memorial was unanimously adopted. Both parties are pledged to the reform of the tariff. In that, if honest, they are alike, there is no real difference. Partizan politics are not involved in the question. We are all trying to reform the tariff. I, a Republican of the North, dictated that memorial; Past-President Henry, a Democrat from the South, wrote it; a member of this association, a Democrat, Mr. Ashbrook of Ohio, introduced the memorial in Congress. Extreme partizanship is a curse to this country. The idea that the country cannot be run without bitterly antagonistic parties is an idea against which Washington fought. Such an idea prevents the calm discussion of all economic questions. The reform of tariff for the benefit the people is now the promise of both great parties. We are right when we say the interest of the whole people will be advanced by removing the tariff on wood pulp. I believe we can prove it. If it can be shown that it is for the best interests of the people to remove all tariff from lumber that should be removed.

Mr. Strong moved that further discussion of the question be deferred which was seconded and carried.

Honorable A. L. Lawshe, Third Assistant Postmaster-General, Washington, D. C., was called to the floor, and read a paper prepared by him, "The Attitude of the Postoffice Department towards Newspapers and Second-Class Matter." (See Address on page 606.)

Mr. Ashbrook—I believe all members of the National Editorial Association appreciate very greatly the communication of the Third Assistant Postmaster-General, and have been highly entertained by his very interesting and able address, on a subject of so much vital importance to us all. I also believe that the experience of a majority of publishers has been the same as my own, and we therefore approve the rulings of the department. I therefore move that we return to Mr. Lawshe our thanks, and that the committee on resolutions be instructed to draw up a vote of thanks."

Mr. Herbert—I wish to second that resolution, and wish to say that the committee on postal laws have embodied in their report a resolution of thanks to Mr. Lawshe for the assistance he has given them."

Mr. Folsom—I listened to the paper with a great deal of interest. It was delivered much better than it was printed. I am perfectly willing and am more than glad to vote for the resolution offered, but at the same time I want to express my disapproval of some of the steps taken by the postal department.

Considerable interruption caused Col. Dymond to address the chair—I believe this association is disposed to act fairly on this matter, and there seems to be a disposition to shut off debate. Mr. Lawshe comes here, says his department issued certain regulations. I should like to ask Mr. Lawshe the foundations of those regulations. I am told the departments have some authority, but that their authority shall only

be executive regulations, but not constructive. I am informed that all these regulations have been submitted to Congress, and that Congress has sat down on them. That being the case, why should the department give us departmental legislation and not regulation. This resolution requires that it should be transmitted to the committee on resolutions, that they should draw up a resolution approving of what the department is doing. If the department is doing irregular things, I certainly think it ill becomes the editors to justify the same. As I understand it, the department is doing an iregular thing, no matter what excellent results they may have, they are simply going outside the law.

Mr. Lawshe—The department has not done an irregular thing. An act of Congress provides that the Postmaster-General may make regulations and rules for the government of the affairs of his department which are not inconsistent with any existing law. The existing law has certain terms and conditions under which certain newspapers may be entitled to the second-class mailing privilege. The regulations simply define the terms, and describe the conditions under which we will determine whether or not a newspaper or periodical has a legitimate or false circulation. We have simply laid down the terms and conditions under which we will act. We have not laid down any terms or any conditions obligatory to the publisher. If you will not bring your paper under the conditions, you are not entitled to the second-class rates. The publisher does not have to do a single thing, unless he desires, by bringing himself into compliance with those things, and under the terms which the Postmaster-General has determined. He has only laid down the rules and regulations under which you may and must act. They are legal and proper.

Mr. Williams—I would like to ask Mr. Ashbrook to amend his motion to this extent, there are some things likely to be held up on this proposition. Mr. Lawshe has come here to tell us something. I would suggest that Mr. Ashbrook's motion be amended that we express our appreciation to Mr. Lawshe for coming here to talk to the people who make president's, who appoint Postmasters-General, and that the committee on postal laws or resolutions be directed to present a resolution on this subject for the consideration of this body at its meeting tomorrow, so that we may be heard one way and the other on the proposition, and approve or disapprove the report. If Congressman Ashbrook will accept that amendment I will put it in writing.

Congressman Ashbrook—I have no objection to the amendment. My motion was that this committee be authorized to put in their report a statement of thanks from this body.

Mr. Dymond—It isn't fair or sensible to listen to a paper by an officer of the government on an important topic, and apparently suggesting irregularitis on his part, and then put off discussion to some time when he isn't here to answer. Mr. Herbert informed the convention that Mr. Lawshe had consented to stay over until tomorrow morning.

The separation of the report was moved, and an amendment offered that the National Editorial Association appreciate the honor and the courtesy of the Postmaster-General, and extend to him our thanks for his courtesy, and the able paper he presented this morning.

Mr. Dowdell moved a substitute motion that the discussion be deferred until tomorrow morning, which was carried.

John A. Sleicher of *Frank Leslie's Weekly* then read his address, "Delusions." (See page 604 for Address.)

The convention adjourned at 12:25 to reconvene at 9 o'clock tomorrow morning.

THURSDAY MORNING, AUGUST 20TH, 1908.

Convention called to order by the President at 9:25. Mr. Herbert read the report of the Postal Laws Committee. Mr. Herbert, in presenting his report said, "I don't know but that you have been bothered with the long reports this committee has made from year to year. I want to inform you that I spent one week in New York, and one week in Washington without charge to the Association, and I have spent many days looking up the postal laws. I am not going to read all my report, I have gone to a great deal of trouble, and have received the aid of Hon. W. A. Ashbrook and Third Assistant Postmaster-General Lawshe, who assisted me in getting statistics. I think it is a very good idea to get together these things for future reference. The postal authorities are always changing, and we might, some day, get a new man, who might say we have a privilege, and a subsidy and all that. These things hit a man's feelings as well as his pocket book, to have it brought to the people that the press is subsidized. I am glad the thing has been brought up, and that the Third Assistant Postmaster-General has quoted from my report. We are on better terms with the department today than we have ever been before. He then read the "Report of the Postal Laws Committee. (See pages 613-616 for Rport.)

At the conclusion of this report Mr. Herbert, on the part of the Committee, submitted as a portion of the report, the following resolutions, recommending their adoption:

Resolved, That the thanks of this Asociation are hereby tendered to Hon. Wm. A. Ashbrook of Ohio and to Third Assistant Postmaster-General, A. W. Lawshe, for valuable assistance rendered to the Postal Laws Committee of this Association in securing facts and statistics with regard to the United States Postal Laws, rules, regulations and matters connected with the operation and enforcement of the same, and as to the conducting of the important Postal Department of the Government.

Resolved, That the thanks of this Association are further extended to Hon. A. L. Lawshe for his able and instructive address delivered before this Twenty-third Annual Convention and for his efforts toward a just and equitable enforcement of the laws and rules governing the Postal Department, and for the liberal views that he has expressed as to the services, demands and rights of the Press.

Resolved, That this Association endorses such enforcement of the postal laws and regulations as shall secure to the people all that has been wisely provided for the obtaining, at the lowest possible expense, the broadest circulation of all legitimate newspapers and periodicals, while, at the same time, preventing the use of the mails solely for the individual gain of publishers and other illegitimate purposes, in violation of the letter, spirit and intent of the Postal Laws.

He said these resolutions do not endorse a theory, just an enforcement of the postal regulations so as to carry out the wise idea of giving information to the people, and at the same time preventing imposition on the postal department.

A motion was made to adopt the report, which was amended to accept the same, after considerable argument over adopting, accepting, and receiving the report the statement was made that the motion to accept the report was a motion to receive it, this motion was carried. Mr. Herbert then moved the adoption of the resolutions, which motion was seconded. A very lively discussion followed in which a motion to suspend the rules on the ground that the rule of the convention was that the resolution should be passed upon by the committee on Resolutions was declared out of order. Mr. Collins moved to strike out that part of the resolution after the word "convention" in the second resolution and the rest of the resolutions. A most spirited debate on this question was indulged in.

Mr. Collins—This part of the resolution endorses the views which Mr. Lawshe has given us here. I don't believe that this association is ready yet to go on record as endorsing the postal department. I do not believe the members understand what they are doing when they offer to support the action of the postal department in this way. This people should be ruled by the Congres and not by a Bureaucracy. I move to strike out all that part of the resolution beyond the mere courtesy acknowledging our obligations to Mr. Lawshe for having shown us the honor and respect of coming here to address us. (Motion seconded.)

Mr. Ingham of Iowa—I don't know whether they are meant to endorse the action of the postal department or not. I have some five circulars a week from the department at Washington for publication. These are meant for the people, we are expected to publish them without expense. We pay our taxes the same as other people. I don't wish to reduce my taxes because I work for the country, city or county. I don't want it thrown in my face that I am getting anything free. It is the people of the country who get it. The people get the benefit of it. The postal department ruling may be in favor of the newspapers. There isn't a newspaper man in this house that can publish his paper three months upon his subscription list. I don't care how big a paper it is. I sell my paper for two dollars. My expense is double what it used to be six years ago. I know I couldn't exist three months without the advertising. I have nerve enough to tell a subscriber that I can't send him his paper any longer because he doesn't pay his bill. I don't need the department to tell me. I am willing to pass the resolution. I am very much obliged to Mr. Lawshe for coming here. He has the idea the Postoffice Department should be sustained.

Mr. Lawshe was given the floor, and said—I want to take up two topics before you this morning which have been directly referred to, and which come under the jurisdiction of

the Third Assistant Postmaster-General. I want to beg your indulgence first on the subject of stamped envelopes. The Postoffice Department at this time is working in your interest on that particular question. I came to St. Paul to attend this convention by invitation for the purpose of presenting the plan of the Postoffice Department to you in its present extremity. I am fully convinced that the greater majority of this convention approves the attitude of the Department. I want to say to you there has been opposition expressed on this floor by publishers who are at this time under citation for violations of the regulations which the Department and this Association are trying to cure. In one office in a particular State under the new regulations, there was a reduction in the volume of second-class matter, which under a reasonable construction of the law was not entitled to be in the second-class of 279,000 pounds in a single report. The report shows that in that State there has been a reduction of twenty-five million pounds of that particular stuff. That reduction in that State was not by reason of any force exercised on the part of the Postoffice Department. It came voluntarily. The publishers in that State decided not to make any fight, but by voluntary act they effected a reduction of over one million copies. Would that benefit you or would it injure you? It certainly benefited the Postoffice Department. A similar reduction, though not so large, has taken place in almost every State in the Union. It is a question which affects every publisher who is a publisher of a legitimate newspaper. The question as to whether or not these regulations are legal or not, the courts will decide. There has always been found a way in the United States by which any regulation of the Postal Department may be brought before the courts. In thirty out of thirty-three cases the courts have sustained the Postoffice Department, and said the regulations were lawful. There is no question as to whether or not the Postal Department has exceeded its authority. The question is, are these regulations beneficial to the department, and are they beneficial to every legitimate publisher. They are the only questions which seem to me should be passed on, and I believe the majority of you will, if asked in good faith, hold up the hands of the Postoffice Department to help us in this work. You little realize the tremendous pressure that is being brought to bear on the department.

In reference to the stamped envelope business. That is a delicate question. Congress provided that the Postoffice Department should print return envelopes, which has always been a source of annoyance to the printers of the country, and has brought out some opposition. I am a practical printer. I know every phase of the work, because I know every place in the office; there is no phase of the question that you can tell me anything in particular about, that I don't know. The Government issues the stamps and pays for their production, therefore it does not get two cents for malling each letter, it gets two cents, less the cost of producing the stamp. In connecion with the printing of an envelope we get the cost of the stamp and the cost of the envelopes so far as profit is concerned. The use of stamped envelopes contributes a great deal of profit to the Postoffice Department. In mailing packages the stamps very often come off. The question arises, has the postage been paid? With the use of stamped paper that question is eliminated. The use of the return card—if all mail matter sent out had a return card attached, we could abolish the dead-letter office. The Department furnishes stamped envelopes at the cost of production. It was for the purpose of reducing the amount of dead-letter matter that the stamped envelopes were produced. If they were abolished the vast amount of increase of dead-letter matter would make it impossible to handle it. Why does the Postoffice Department furnish these stamped envelopes? Congress ordered them to produce them at the lowest cost of production. Congress directed that return cards should not have any advertising matter, so that they would not come into competition with the printer. If anyone wants advertising on them he must go to his printer and have it done, there is no real competition so far as the Department is concernd. I believe the printers of the United States should control that business. I do not believe that the Postoffice Department should control it. I think I have solved the problem. I have been in communication with the Committee on Postoffices and they are willing to help us. The proposition is this, the Government must print the stamps. The printer shall take such paper as the customers may direct and print thereon in the space prescribed by the Department any return card the customer might desire, or any cuts, and the paper could be of his own selection. The printer could receive the work, and forward the paper so printed direct to the postmaster, and he in turn to the Government agent who makes the stamped envelopes thereon, and could pay for the embossing of the stamp and the folding of the envelope, they could then be furnished just as they are wanted. I think you as printers will grasp the possibilities of that proposal. I believe it is fair and right. I think it would take it from the Postoffice Department and put it where it belongs. The use of stamped envelopes would be vastly increased. I am glad to have the opportunity of making that statement.

To go back to the other question, I simply ask you to endorse without equivocation the attitude of the Postoffice Department at this time on the second-class matter, or to disapprove of it without equivocation.

This whole matter, said Colonel Dymond, is a much larger question than perhaps some of us think. It involves free government. You see here departmental legislation, and not departmental regulation. Mr. Lawshe was disposed, I believe, to deny the accuracy of that statement. So far as I am concerned, I don't think I have any personai interest in this matter, but in the end this very question concerns every newspaper in the land. They are dictating the terms of credit that shall be extended to subscribers. The religious newspapers have a large circulation; it is a recognized fact that religious newspapers are willing to extend credit to the extent of one, two, three, four or five years, because they know the subscriptions will be paid. I have subscribed for thirty years to two newspapers. It is right that they should send me those papers. If that is a violation of the law, that paper should be notified, as I have not paid my subscription. I have not paid it for four or five years, and one of these days, when I feel scripturally inclined, I am going to send them the money. The religious newspapers of this country will be ruined by the regulation announced here, that they shall not give more than one year's time to a subscriber. The agricultural paper will be very much injured, and so on. We all appreciate the fact that this association has represented here on this floor editors of every kind, from the religious papers, to the agricultural and trade papers. Mr. Lawshe comes here and tells us this thing is good for us, will make us better off. Well, now, are we not able to look after ourselves. Are we not the best judges of that which should be good for ourselves? He says he will make regulations in violation of the law, regulations that Congress has for ten years refused to make law, although importuned to do so by the Postal Department. Congress for ten years refused to pass the bill, and the report read today is the report of 1879. The Department wants to amend it and comes to the Editorial Association and asks us to divide into factions and get an endorsement of the regulations which we call a violation of the law. The law says what shall be done. He said a newspaper shall have a regular list of subscribers, and he now says a legitimate list of subscribers, that was the second point. I think the third point was that no subscriber should run over one year. Real estate is sold on five and ten years' time. All transactions are done on time, and many of them on long time; for him to tell us how long and what credit we shall extend is an interference with our business that is hard to brook. Why don't the Department prosecute under the law? That is the proper way. It is unfortunate for us that maters should be brought in here that will split our association.

Mr. Perry addressed the chair—I am probably the only one who has heard this discussion without attempting to make a speech. I want to say that I am the postmaster in my town, and the publisher of a newspaper, and I hve been a business man all my life. When I began publishing a newspaper I introduced the same business principles in the publication of that paper that had been successful in the other lines of business. The first thing I did was to adopt a strictly cash-in-advance system, therefore the ruling of the Postoffice Department has no effect on my business one way or the other. I want to say that so far as my knowledge of business goes, practically and theoretically with all the information that has come to my hands, there is no system of business in the world that is better conducted than that of the present postoffice system. I have tried to model my business on their lines. I recognize the right of the postoffice to say whether or not my paper shall go through the mails. I regard it as a concession, call it what you please. The newspapers of this country are getting more from the Government than any other business I know of. It may be a very unpleasant thing for me to say it, but investigation will show that to be true. The postoffice has a right to make its regulations. It doesn't say I shall not build up my paper as I please. It does say and has a right to say that I have no right to make the Postoffice Department carry my paper for five years to a subscriber who has not paid his subscription. In regard to the religious press and the agricultural press, I want to say that there are more papers of that type

thrown away in the postoffice than of any other. I want to express my hearty approval of the ruling of the Postoffice Department.

Mr. Oswald—I have been up against this proposition more than any other publisher here. There is nothing that I have been able to discover that will prevent you from extending credit to subscribers. I extend credit to my subscribers. I send them notice that the postoffice will not permit me to extend credit any longer. I have ben told by the postoffice in my city what is a legitimate subscription, and if a man gives you an order for your wares, what is there to prevent you from extending credit to him. It isn't your privilege to enjoy a low postal rate for the purpose of keeping up your subscription list. A member of my family joined the church, immediately the fact became known we began to get religious publications. I didn't subscribe to any of them, they are coming just the same, and it is not right that the Government should pay for them. This matter of credit is a thing that sticks in our crops. The Postoffice Department is conducted for the people, and has never been so well conducted as it has for the past few years. I am pleased to write to a subscriber that he must send me the money, or I can't send the paper and if every one of this Association would do that, we would be better off and have strong subscription lists.

Mr. Strong—I have discovered that newspaper men are not good business men. I believe in business systems and methods. I have known a great many men that feel they have suffered. We are all selfish the minute you touch our pocketbooks. I am for the unequivocal endorsement of the Third Assistant Postmaster-General. It is not for us to decide the wisdom of the laws. I was not in favor of his predecessor. Our people in Washington got themselves under cover. They went out and made their collections. In my case I went after my subscribers, I ran my list down, and put on another list just seventy-one names. I commenced paying a cent apiece on them, that cost me seventy-one cents. When I left town we had cut that down to thirty-five. I can stand that exorbitant price every week. It hasn't cut off any of our bread. I want to show you what Mr. Lawshe is doing. I know of a case where a newspaper was established to compete with another newspaper—was established to compete with another newspaper for the specified purpose of printing the land contests, and the man who was legitimately in the field was having hard work. Mr. Lawshe investigated the matter. The other fellow had something of a political pull, he is among the leaders in politics in our state, and said he would get Mr. Lawshe. He made an affidavit that he had thirteen bona fide subscribers. He was notified he would have to print his paper in that town and do his business there. He got out. He was not printing a journal, he was simply in it for the purpose of getting those notices in opposition to the other man already in the field.

I believe these laws are just as much law as those on the statutes. I believe we have an opportunity here to do business. So far as I am concerned I am going to do business fairly and honestly. I believe the Department is trying to help us. We have got to line up one way or the other. I am in favor of endorsing the attitude of the Postoffice Department towards second-class matter.

Mr. Dowdell—I think we are big enough not to favor this from any selfish point of view. I trust we will not do any more talking about our subscription lists. I appreciate Mr. Lawshe's situation. I appeared with the other members at Washington. He removed suspicion from me. I asked him a question, and he answered in a manner that satisfied everybody. I don't think he is going to do anything that is wrong, but I want to say that there is a point in this, a point which Mr. Lawshe himself placed before us. My friend Strong has said that the law is good enough for him. Where is that line, "Where laws end, there tyranny begins." When Mr. Lawshe said that thirty-three cases had gone forward and had been construed by the courts, I thought how long would it be until laws would be handed out to us not made by popular law-making bodies. I don't fear anything that may come from Mr. Lawshe. I believe him to be a gentleman. I believe he is doing us good. I am thankful to the committee that brought the resolution in the form it did, the resolution is a very mild one and I could subscribe to it very willingly. The point is, we must not depart from the law made by those chosen by popular sovereignty to make our laws, let us send this man home with the greatest compliment for the greatest effort to do right, but with the greatest contempt to the Department which is trying to make regulations without law."

Mr. Collins addressed the chair and in part said—We have under consideration the most important subject that can possibly come before our association. The Third Assistant Postmaster-General has come here on this floor and rolled the steam roller over us. I belong to that clas of publishers which is guilty of publishing a paper and sending it to my subscribers. The announcement has been made here on this floor that there are men here who are now under citation before the Department. I assert, Mr. President, that is the steam roller. I know there are many of you who are of that class of publishers in the United States that are subsidized. I make that assertion and stand here before the Third Assistant Postmaster-General, and defy him to contradict it. No man has a right to confiscate my property without due process of law. There isn't a publisher here that cannot be ruined in thirty days by prejudicial action on the part of whoever occupies that position of Third Assistant Postmaster-General. I have only to cite the case of Lewis. He had been practically ruined. The courts threw the case out of court on the ground that the Government had not a leg to stand on. But the damage was done. I have my living to make, as a publisher. I want to say that the present administration has done me thousands of dollars worth of good. If I were selfish I would have sense enough to sit in my chair and keep silence. Mr. President, I love the Stars and Stripes. I heard the other day a symposium, "Why are you an American Citizen?" One of the answers given was, "I am an American Citizen because I was born in Ireland." I was not born in Ireland. My ancestors came over in the Mayflower. I am an American Citizen from the foundation up, because I love the American Flag, and the American institutions As an American citizen I am a ruler of this country, in part, with eighty millions of people. I recognize no ruler higher than myself. We send men to Congress to make laws for this country, and we are not to be ruled by a bureaucracy that make laws for themselves. Congress has been asked over and over again to revise the laws and has refused. I demand that the Government be sustained, and not be superceded by a bureaucracy. I say that the private corporations can compete with the Government at half price for the carrying of second-class matter. They talk about a deficit in the United States Postal Department. I deny that there is any deficit there except that caused by the franking privilege. A good profit can be made at the present second-class rates. It is not a question of one cent a pound or ten cents a pound, it is a question of uniform enforcement and a uniform law made by a proper department. I don't care what the rest pay, so I am on an equal footing with them. I am a great deal better off than my competitors. They will carry my competitor's paper for one cent a pound. They will allow me the privilege of extending my credit a whole year, my competitors can only carry theirs for three months. I demand an enforcement of the laws made by the law-making department of the Government. There is not a publisher here who is not in danger. We do not know when danger will strike us. I have been benefited by the present administration. I believe so far as that official who is occupying that chair today, we have no fear. I bought a paper of general circulation which had been published in Washington. I bought it and continued its publication in Minneapolis. Before taking it away I asked the Postoffice Department to send an inspector to inspect the subscription list. It was important that I got the paper out on time. No answer came from my request. I removed the paper and mailed it for three months. Suddenly I got a letter from the postmaster at Minneapolis that it would be necessary for me to deposit sufficient cash to meet increased postage. I went to him and asked him how much it would amount to and asked if there was any charge against the subscription list. He said I would be required to put up eighteen thousand dollars that morning, and something like twelve hundred dollars every time I mailed the paper. I didn't have so much loose change, and wired my Congressman. The Congressman telegraphed back the next day that he had seen Mr. Madden and fixed it with him. That is one of the outrages to which the publishers have been subjected.

The discussion was closed after a few further remarks by various members, and the vote on the amendment proposed by Mr. Collins was lost. The vote on the resolutions was taken up and carried by a vote of 92 in favor of the resolutions and eight against. The President declared the resolution adopted.

Mr. Williams of Missouri read his paper, "The Missouri University School of Journalism—What and Why."—(See page 623.)

In the discussion of Mr. Williams' paper it was brought out that his school is the first and only school of its kind in the world, and the fact that journalism is now to be placed on the same basis as medicine, law dentistry, or this ministry, That it is to be a recognized profession. It was also brought out that a school of this kind had been brought to the attention of the Association in 1885, and that the seed has grown

through all these, and the tree is now to have fruitage in the School of Journalism of the Missouri State University.

Mr. Ross L. Hammond of Nebraska read a paper, "How to Build up a Big Business in a Small City and Make It Pay." (See page 619.) After the reading of this paper the convention adjourned at 12:35 to reconvene at 1:30.

THURSDAY AFTERNOON, AUGUST 20, 1908.

Convention called to order by the president at 1:50. A telegram—"Mr. Beel extends greetings to the Convention—Baumgartner."

Mr. Wells presented the report of the committee on the President's Address, which was accepted, as follows:

REPORT OF COMMITTEE ON PRESIDENT'S ADDRESS.

Mr. President and Ladies and Gentlemen of the Association:—

Your Committee, to whom was referred the President's Address, would respectfully make the following report:

Whereas, We listened to the delivery of said address with marked attention and have carefully perused the same, therefore be it

Resolved, That this Association extend its thanks and appreciation to President Varner for his very able, painstaking and instructive production.

We especially commend his suggestions, regarding accuracy, brevity, plainness and a closer adherence to the use of purer Anglo-Saxon in our editorial writings.

Resolved, That we heartily endorse the many useful and valuable suggestions made, which if inculcated and practiced will redound to the benefit of the public in general and journalism in particular.

Inasmuch as a separate paper has been presented concerning the duty on wood pulp, and that paper has been referred to the Committee on Resolutions, and will come before this body for discussions and disposal, your Committee does not feel it incumbent to offer any recommendations pro or con.

Very respectfully submitted,

H. M. Wells, Nebraska.
Orno Strong, Washington.
Walter Williams, Missouri.

As was announced at a previous meeting, Mr. Adam Bede found it impossible to come to the Convention, and Mr. Fox of the National Waterways Commission, addressed the Association in his place. Mr. Fox in part said, "There is a question of the greatest importance to the American people that should be carried to them by some reliable body, and I know of no better body than this assembly, which represents the press the United States. The President of the United States called a convention at Washington to conserve the national resources, and called the attention of the American people to what might be done to preserve to our posterity much that is now being wasted. That convention met with forty out of forty-five governors present, and the presidents of the great universities of the country. One of the most important things in this line of conservation is the development of the waterways of the country. We are fast approaching the time when the transportation facilities of the country are not going to be sufficient to transport the great productions of the country. During the twenty years between 1885 and 1905 the production of the country has advanced 261 per cent, while the transportation companies have only increased their facilities 41 per cent, and this to transport the enormous and rapidly increasing freights in our productions. Great managers of railroads, like Mr. Hill, Mr. Harriman, and others, tell us that it would require five billions, five hundred millions of dollars to expend in the next ten years to build their lines and equip them to meet this growth. This great question can be solved in different ways, the most practical and economical way is to maintain a system of waterways that can be brought into service which are today practically useless. If a policy of conservation can be established by the national government, whereby we can transport our commerce through these different waterways, which are less useful today than they were fifty years ago, because of no definite plan of the government to preserve their usefulness. It is true we have expended a large amount of money on our harbors, and waterways, that money has been expended through political patronage and not to the best advantage. If the government could accomplish its plan it would take these forty-five thousand miles of waterways, sixteen thousand of which lie in the Mississippi basin, and make them so that they could carry the lower class of products—the heavier freights.

Mr. Fox referred to the coal famine of 1907, and the inability of the railroads to handle similar situations, also mentioned the effect of the opening of the Panama Canal on the commerce of the Nation, aided by the improvement of the waterways. Mr. Fox argued that if the National Government would spend fifty millions of dollars annually, not spasmodically, it would be possible at the end of ten years to utilize the waterways clear to Minneapolis, to float down grain, flour and other products, and that there would be a standard depth of harbor and of channel. There were 189,000,000,000 tons of freight carried in the United States last year. If these waterways had been able to compete with the railroads, even if we saved one mill per ton, we would have saved one hundred and eighty-nine million dollars on our investment. The rate for transportating freight by rail is seven and one-half mills on the average, in the northwest where there is no competition, by water the rate is eight mills, yet paralled with the Mississippi, where there is competition, the rate is only five and nine-tenths mills by rail. On the lakes the cost is seven one-hundredths mills, and the railroads in competition charge but five and seven-tenths mills. The average is seven and two-tenths mils. No matter where you come from, the improvement of these national waterways will be a blessing to the American people, and they should urge Congress when it meets so that it will establish a new policy, that will permit of fifty millions being appropriated each year for the various rivers and waterways so that the products can be carried on the streams.

Mr. Fox concluded his address by an appeal to the Association to assist the Commission in awakening the people to the importance of the conservation of the waterways, and asked that a resolution be passed endorsing their work, and asked the different members that when they got home, to write to the secretary of the commission for information that would help them to serve the interests of the people in presenting this important subject.

At the conclusion of Mr. Fox's addres the subject of a meeting place for next year was taken up. Invitations were presented from Chattanooga, Buffalo, Cincinnati, Toledo, Seattle, Chicago, and Atlantic City. A vote was taken, and Seattle was shown to have a majority of the votes, whereupon Mr. Ashbrook of Ohio moved that the choice of Seattle be made unanimous. The motion was seconded and carried. Seattlie was declared to be the next meeting place.

Mr. Ashbrook, of Ohio, introduced Senator Nelson of Minnesota, who addressed the Convention on the subject of the conservation of the public lands, pointing out the great areas of public lands that have already been settled under the homesteaders law, and the timber claim law, and under other acts. He also referred to the land frauds that had arisen under these various acts of Congress. Senator Nelson drew attention to the great arid tracts that are now being prepared for irrigation, and the richness of the soil, and the great value of the lands that were now being thrown open to the public, which at a late date were mere desert tracts. He recited the development of the north and northwest, and how lumber barons waxed rich through their system of land grabbing, and pointed out the rapidly increasing scarcity of lumber. He stated how some years ago a forest reserve was first brought to mind, and how it had been urged upon Congress and the opposition it met, how at the present day, the lumbermen are beginning to see the necessity of such a reserve. Senator Nelson pleaded for support by the Association of the land and forest conservation system being carried into effect, and emphasized the fact that such a system would not only bear fruit for the coming generations, but that a vast amount of waste land would be made fertile and productive.

The Treasurer's Committee presented its partial report, which was upon motion duly made and seconded, adopted. The Credentials Committee presented their final report which was adopted upon motion.

The election of officers then took place. A motion was made that Mr. Mayes be advanced from the position of First Vice-President and was seconded and carried, by acclamation.

A motion was made and seconded that A. N. Pomeroy be advanced from the position of Second Vice-President to that of First Vice-President, which motion was carried. Mr. Dowdell was elected Second Vice-President, upon motion made and seconded and carried.

For Third Vice-President Mr. A. B. Crampton of Indiana received 94 votes and Mr. F. P. Hall of New York 103. Mr. Crampton withdrew his name and moved that the election of Mr. Hall be made unanimous, which was seconded and carried.

Mr. W. F. Parrott was unanimously chosen Corresponding Secretary to succeed himself.

Mr. Cockrum of Indiana was nominated for re-election, and Mr. R. H. Walker of Alabama, was also nominated, for Recording Secretary. Mr. Cockrum thanked his friends for their support and for the honors conferred upon him during the past four years, and moved the unanimous election of Mr. Walker as Recording Secretary, which

motion was seconded and carried. Mr. Walker was declared elected.

Mr. Curtis of Illinois and Mr. Steel of Washington were the nominees for Treasurer, the ballot was in favor of Mr. Curtis, he having 105 votes, and Mr. Steel 97, so Mr. Curtis was declared elected.

This concluded the election of officers, and Mr. Ploughe of Kansas moved that Mr. Cockrum and Mr. Steel be made life members, which motion was put and carried by uanimous vote.

The following were elected members of the Executive Committee from their respective associations, for the ensuing year:

EXECUTIVE COMMITTEE.

Alabama Press Association—Jacob Pepperman, *Southern Odd Fellow,* Montgomery.
Arkansas—W. W. Folsom, *Gazette,* Hope.
Connecticut—Geo. C. Woodruff, *Enquirer,* Litchfield.
Illinois Press Association—E. A. Snively, Springfield.
Illinois, Military Tract Association—Geo. W. Cyrus, the *Journal,* Camp Point.
Illinois, Woman's Press—Caroline A. Hullig, *The Bookseller,* Chicago.
Illinois, Republican Association, W. L. Jones, *Journal,* Lebanon.
Inland Daily Press Association—A. W. Glessner, *Gazette,* Galena, Ill.
Indiana Republican Editorial Association—Edw. J. Hancock, *American,* Brookville.
Indiana Democratic Editorial Association—A. B. Crampton, *Citizen-Times,* Delphi.
Indiana Southern Press Association—W. W. Aikens, *Star,* Franklin.
Indiana Northern Editorial Association—A. D. Moffat, *Daily Record,* Elwood.
Iowa State Editorial Association—E. F. Medary, *Democrat,* Waukon.
Iowa, Upper Des Moines Association—W. L. Branagan, *Democrat,* Emmetsburgh.
Iowa, Northeast Association—H. J. Green, *Public Opinion,* Decorah.
Iowa, Southwest Association—C. M. Junkin, *Ledger,* Fairfield.
Kansas—State Editorial Association—Sheridan Ploughe, *Independent,* Hutchinson.
Kentucky Press Association—R. R. Perry, *Sun-Sentinel,* Winchester.
Louisiana Press Association—Miss Florence Dymond, *Planter,* New Orleans.
Maine Press Association—C. W. Robbins, *Enterprise,* Old Town.
Maryland Republican Press Association—V. N. Simmons, *Morning Herald,* Hagerstown.
Michigan Press Association—L. A. Sherman, *Daily Times,* Port Huron.
Minnesota, State Editorial—H. C. Miller, *Free Press,* St. Peter.
Minnesota HomePrint Association—W. R. Hodges, *Herald,* Sleepy Eye.
Mississippi Press Association—J. L. Gillespie, *Commonwealth,* Greenwood.
Missouri State Press Association—Homer D. Gray.
Missouri Northwest Press Association—J. W. Jacks.
Missouri Southeast Press Association—B. F. Wood, Eldorado.
Nebraska State Press Association—Ross L. Hammond, *Tribune,* Fremont.
New England Suburban Press Association—E. H. Pierce, *Journal,* Revere, Mass.
New York State Press Association—G. S. Griswold, *Daily News,* Batavia.
North Carolina Press Association—W. C. Hammer, *Courier,* Asheborough.
Ohio, Buckeye Press Association—E. F. Ganzman, *Times,* Winchester.
Ohio, Associated Dailies—H. D. Campbell, *Republican-Gazette,* Lima.
Oklahoma Press Association—Miss Maude O. Thomas, *Herald,* Beaver.
Oregon—(Omitted.)
Pennsylvania—(Omitted.)
Rhode Island Press Club—W. B. Frost, *Manufacturing Jeweler,* Providence.
South Dakota State Press Association—R. E. Dowdell, *Advocate,* Artesian.
Tennessee State Press Association—Mr. Lynch Perry, *Democrat,* Columbia.
Texas Press Association—J. P. Chambless, *Daily News,* Ennis.
Utah Press Association—S. L. Raddon, *Record,* Park City.
Washington State Press Association—W. A. Steel, *Nome News,* Seattle.
West Virginia Editorial Association—M. G. Sperry, *Telegram,* Clarksburg.
Wisconsin Press Association—Emil Baensch, *Journal,* River Falls.

The Convention then adjourned at 4:15 to meet in the parlors of the Ryan Hotel at 8:30 Friday morning.

FRIDAY MORNING, AUGUST 21ST, 1908.

Meeting was called to order by President-Elect Mayes in the parlors of the Ryan Hotel, at 8:30.

A motion to adjourn to meet on the boat on Minnetonka was voted down. Mr. Judson presented the report of the Resolutions Committee, which was accepted upon motion, made, seconded and carried.

REPORT OF COMMITTEE ON RESOLUTIONS.

The remembrance of the Association held in the city of St. Paul, 17 years since quickened the anticipation and aroused anew longings for this recurrance. The hearty welcome and hospitality then dispensed to our infant associations is but a reminiscence of the grand outpouring of the heart of a noble people with which we are greeted and of the lavish and elegant entertainment of which we are the recipients. In acknowledgment of our appreciation and gratitude we hereby resolve:

1. That our thanks and obligations are tendered to the Commercial Club, the Civic Body and citizens of this magnificent metropolis, the commercial gateway to the great Northwest, for their cordial invitation to meet with them and for their hearty reception and princely hospitality and that the memory of their kindly deeds and devotion to our pleasure and of the royal experience with which our record is thus crowned will be cherished as a rare heritage.

2. That we tender to the Stillwater Citizen's Association of that beautiful city so charmingly posed on the banks of the picturesque St. Croix, our sincere thanks for their generous hospitality and entertainment.

3. To the management of that splendid industrial plant, the St. Paul White Enamel Refrigerator Co., our obligations are due for a most unique and enjoyable entertainment.

4. That we beg to extend to the ladies of this city our most distinguished consideration and thanks for the gracious reception and most exquisite entertainment extended to the ladies of our Association.

5. That our obligations are due and reiterated on each recurrence of our annual assembly to the Western Union and Postal Telegraph Companies for favors extended.

6. That the thanks of this Association be specially extended to Gov. and Mrs. Johnson and other state officials for the splendid reception given at the State Capitol in honor of our Association.

7. That to the untiring zeal and exceptional resource of our corresponding secretary, W. F. Parrott, in the perfecting and management of the details of this meeting and outing and the success which is attending the same, our obligations are specially due.

8. That this Association recognize the beneficent attitude of the National Government towards the Press, the great National Public School, in promoting the education and knowledge of the masses and confirming their patriotism and loyalty and cordially and strongly endorse and commend the present judicious and impartial administration of the Postal Laws, by which the legitimate interests of the press are protected and their abuse or violation are restricted and prohibited.

9. That the establishment of the School of Journalism in the University of Missouri under the deanship of past-president Walter Williams, along the lines so often advocated by this Association and by the NATIONAL PRINTER-JOURNALIST, is a matter of profound congratulation and commands our highest endorsement and support.

10. That the principle of personal liberty and personal responsibility of action is engrafted upon the institutions of this country. That in all actions for damages for libel, it is but a matter of simple justice that suits for recovery should be instituted in the place of publication, that the truth be pleaded in defence or mitigation and that a pudgment of recovery shall be a bar to further prosecution, and that laws both national and state should be so drafted as to cover these just contentions.

11. That we heartily commend the action of President Roosevelt regarding the conservation of our national resources. The rapidly vanishing forests, the enormously depleted coal fields and iron mines may be saved to future generations by engendering today among our people the spirit of economy and conservative utilization. These resources can be most generally conserved by a systematic and comprehensive development of our natural water ways, and to that end we pledge our hearty support and co-operation to the National Rivers and Harbors Congress in their laudable efforts to carry on such a campaign of education and awaken such public sentiment as will cause the national government to proceed at as early a date as possible to undertake such development as will effect this end.

That to our retiring officials for their faithful, able and zealous attention to duty and their invariable courtesy to all, we express our sincere thanks and appreciation.

WM. H. H. JUDSON,
EDGAR F. MEDARY,
CLARENCE E. GILMORE,
WILL H. CRAIG.
Committee.

Mr. Collins presented the report on Treasurer's books which was acepted upon motion made and carried.

REPORT OF COMMITTEE ON TREASURER'S BOOKS.

HON. H. B. VARNER, President National Editorial Association:—

Your Committee, to whom was referred the Treasurer's books and accounts, beg leave to report that they have examined the same with the vouchers thereof and find them as follows:

Amount in Treasury at Norfolk Meeting, 1907		$2,433.57
Bills ordered paid at Norfolk meeting		2,076.35
Balance in Treasury at Adjournment		$ 357.22
Money received on account at St. Paul Convention:		
From 178 Delegates	$1,112.50	
From 127 Persons accompanying delegates	254.00	1,366.50
Leaving Balance in Treasury of		$1,723.72

Your Committee approves and recommends the payment of bills of officers and expenses incident to this Convention, as follows:

W. F. Parrott, Corresponding Secretary, salary, traveling expenses, and stenographer	$602.00
W. F. Parrott, Corresponding Secretary, postage, telegrams, $245.05, less $100 for advertising in pamphlet	145.05
J. W. Cockrum, Recording Secretary, and expenses	102.45
W. A. Steel, Treasurer, salary and expenses	220.00
H. B. Varner, President, expenses	60.00
Crredentials Committee, printing and typewriting	35.00
Appropriation to B. B. Herbert, Publisher of the NATIONAL PRINTER-JOURNALIST for publishing Proceedings, printing 500 copies in book form, postage and mailing	500.00
	$1,664.50

Respectfully submitted,
W. W. FOLSOM,
JASPER COLLINS,
G. S. GRISWOLD,
Committee.

The meeting adjourned at 9:30 to meet Saturday morning subject to the call of the President on the boat on the river.

ON BOARD THE STEAMER ON THE WAY TO RED WING, AUGUST 22

The Convention was called to order by the President at 10 A. M.

On motion of Mr. Dowdell of South Dakota, duly seconded and carried, after discussion, the Executive Committee was empowered, in case proper arrangements could not be made for holding the Convention at Seattle, in accordance with the plans that had been proposed, to change the place of the Convention to Toledo or such other city as might be deemed the best place for the interests of the Association.

WILL H. MAYES
BROWNWOOD, TEXAS
NEWLY ELECTED PRESIDENT OF N. E. A.

Under motion duly seconded one hundred dollars was appropriated out of the treasury for the purchase of a suitable testimonial to the retiring President, H. B. Varner, and Messrs. B. B. Herbert and A. W. Glessner and Mrs. Snyder of Chicago were appointed a committee to make the purchase of the testimonial

President-elect Mayes was called on and made a few earnest remarks in acceptance of the office of President.

Remarks were made by the Government Expert on River improvements, when the Association adjourned *sine die.*

The newly-elected Executive Committee held a brief session and passed a resolution to meet at Kansas City, Mo., at some date in January to be fixed by the President and Secretary, after conferring with the local representatives.

SKETCH OF R. H. WALKER

R. H. Walker was born in Athens, Ala., March 18, 1875. Purchased the Limestone *Democrat* Jan. 1, 1893, and has owned it since that time with the exception of eighteen months, when he was engaged in daily newspaper work. Was chosen a delegate to the recent democratic convention at Denver without opposition and was unanimously chosen the Alabama member of the presidential notification committee. Has attended the past four sessions of the N. E. A., and was chosen recording secretary of the recent St. Paul meeting

BUSINESS NOTES

Readers of the NATIONAL PRINTER-JOURNALIST will be interested in the "Wesel Brassed Steel Galeys, advertised on page 657 of this issue of the NATIONAL PRINTER-JOURNALIST. They are especially commendable for serviceableness and economy as storage galleys and in these particulars and in strength are claimed to be superior to all others on the market. The prices are low and especially attractive on this account, considering perfection of construction. They are made of steel of the same thickness as the brass used in all Wesel galleys, and made by special machinery and are of uniform thickness and heavily plated with brass. The corners are reinforced and securely fastened. In appearance and finish they are equal to other brass galleys and are smooth and free from imperfections.

* * *

The Hamilton Manufacturing Company at Two Rivers, Wis., besides attending to their regular lines of manufacture, are engaged upon turning out a large outfit consisting of 275 pieces of expensive and especially designed furniture and several thousand cases and other small items for the Government Printing Office of the Hague. The Hamilton Company have good reason for much gratification over the securing of this order in competition with the German and other wood goods manufacturers in their line throughout the world. This furniture will entirely re-equip the Government Printing Office at the Hague, so far as furniture, cases, etc., are concerned.

The Hamilton Manufacturing Company have more than forty carloads of furniture installed in the Government Printing Office at Washington and have never received a complaint with regard to a single piece. It is not strange that their fame should spread throughout all nations that have representatives in Washington.

One of the most recent installments in the Government Printing Office at Washington by the Hamilton Company consisted of sixty-eight of the new Monotype Correcting Cabinets and the very satisfactory acknowledgment was a check in full payment of the bill—pretty good evidence that goods were right and entirely satisfactory. The Hamilton Company have equipped more than twenty government printing offices throughout the world, including offices of Tasmania, Australia, South Africa, France, Singapore, India, Panama, New Zealand, Argentine Republic, Philippine Islands, Mexico, and a considerable furniture in the government offices of Germany, Austria, Belgium and England. In addition to these, almost every government office in Central and South America has been fitted out with Hamilton furniture and goods. There could not be better evidence, than is furnished by these facts, of the world-wide popularity of the Hamilton manufactures, and that modern printing office furniture as perfected in America, by this Company, is attracting world-wide recognition and rapidly supplanting all other makes.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

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NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

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SIZES & PRICES	99 OR LESS	100 OR OVER	250 OR OVER	500 OR OVER
INSIDE MEASURE	LIST	LIST	LIST	LIST
No. 1. 3½ x 11¾	$0.65	$0.60	$0.55	$0.50
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" 5. 6¼ x 23¾	1.10	1.00	.95	.90
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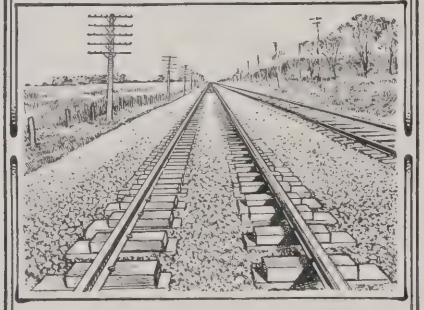

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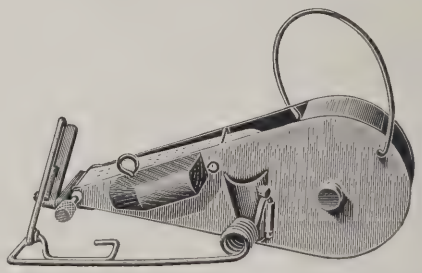

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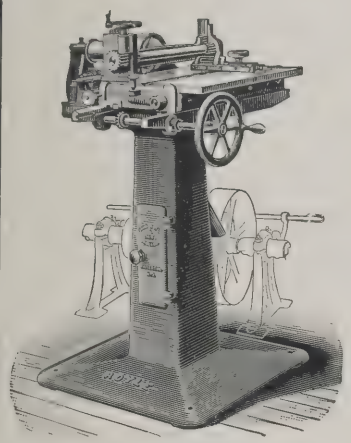

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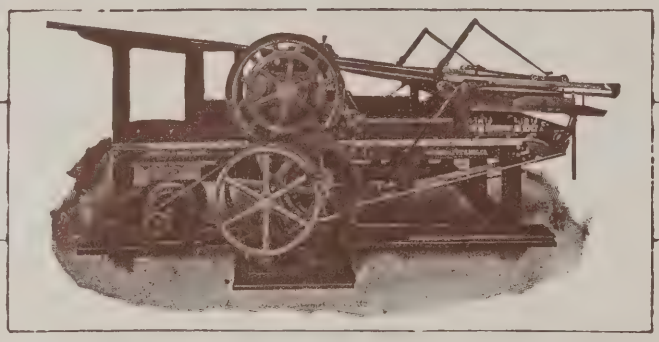

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Six sizes, from 30x42 to 43x56 inches. Designed for a somewhat cheaper class of work than the Four-Roller Press. It differs from the latter only in the number of form rollers, having two instead of four. It is similar in all other respects and is faster

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Five sizes, from 30x42 to 43x56 inches. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast

The Miehle

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Size 26x34 inches. This press has a well-earned reputation for remarkable speed and the superier quality of work it does. For a high grade of work, delivered at a high rate of speed, this is a press that does the business.

OUR SHEET DELIVERY, which delivers the sheet with the printed side up or down, as may be desired, we put on all our presses with the exception of the "Job and News." This adds but a little to the cost of the press and is a great convenience.

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NATIONAL PRINTER-JOURNALIST

OCTOBER
1908

CHICAGO

NEW YORK

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If you are going to print the cuts you buy, do not lose sight of the fact that the cheap-est will in all probability prove to be by far the most expensive in the end.

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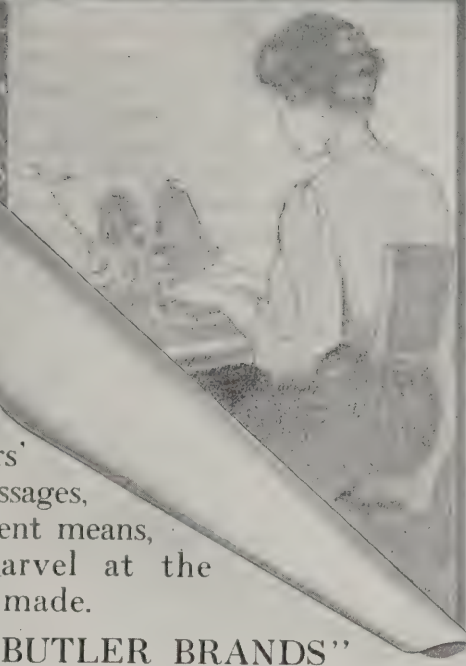

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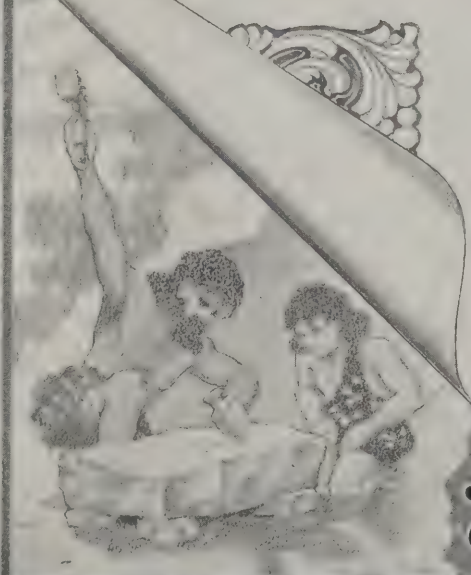

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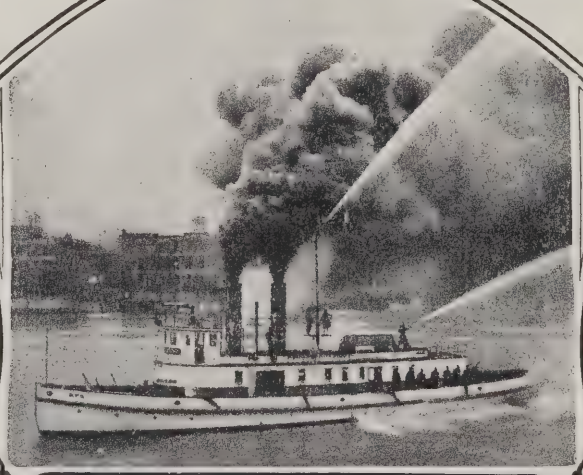

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ENGRAVING CO.
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A CHORUS OF APPROVAL

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Composition costs 10 5-6 cents per thousand, including interest, depreciation, and wear and tear on the machine.

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The machine has been an unqualified success.

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Big Sandy News, Louisa, Ky.
Our young man, eighteen years of age, now averages one galley per hour, after an experience of about two months.

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The machine is certainly a jewel, and we would not be without it for anything.

Herald, Cleveland, Tenn.
We feel now that we could not get along without it.

Express Publishing Company, Durand, Mich.
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A great thing for the small daily and large country weekly.

Blade, Fairbury. Ill.
Our operator can set and correct 5,000 ems per hour.

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I have no hesitation whatever in saying that the work of the machine is perfect in every respect.

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Would not let it go for twice its cost.

Crystal Herald, Crystal Lake, Ill.
Is giving the best of satisfaction. It has far surpassed our most sanguine expectations.

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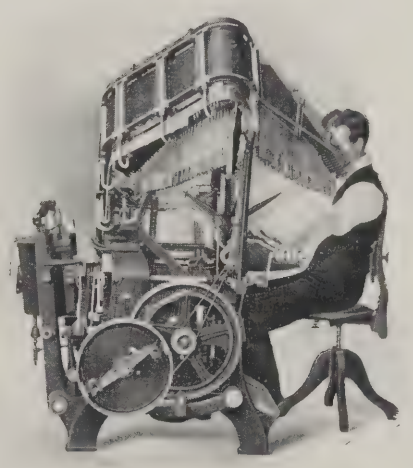
Operator at Keyboard



Operator throwing in the two-letter attachment

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Easy Terms
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The machine is doing all you claimed it would do and all we expected it to do.

Hustler, Little Sioux, Iowa.
The Junior is worth its weight in gold to us.

Times Power Press, Springfield, S. D.
Thoroughly satisfied. $5000 would not buy our machine if we could not get another. She's a hummer and no mistake.

Lamar (Colo.) Sparks.
Satisfactory in every respect and makes good all your claims.

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Before the Junior came four men worked all the week and 30,000 ems had to be sent out. Today the Junior sets 16,000 ems in four hours.

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Custer County Chief, Broken Bow, Neb.
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Satisfactory in every particular * * * one operator doing the work of three compositors.

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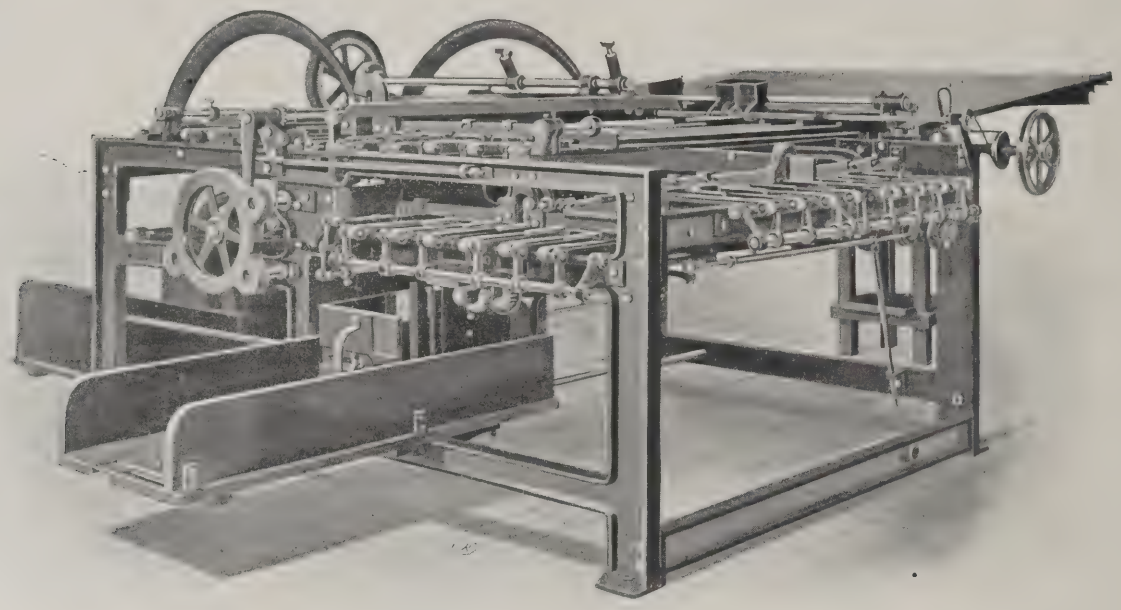

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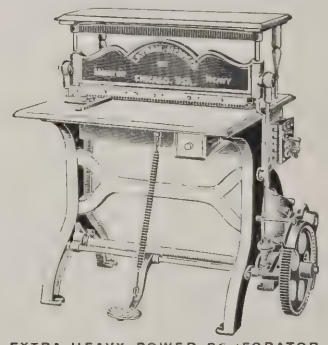

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Our Scale of Prices for half-tones is based as nearly as possible on the cost of production, i. e., a fixed charge of $1.50 plus 10 cents per square inch.

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The cost of zinc-etching is one-half the cost of half-tones.

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Practical Men and Methods

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IT IS EASY.....INKEEZE.....WILL REDUCE THE BODY....REMOVE THE TACK AND GIVE THE PRESSMAN COMPLETE CONTROL OF DRYING QUALITIES

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Saves Stock,

Increases output.

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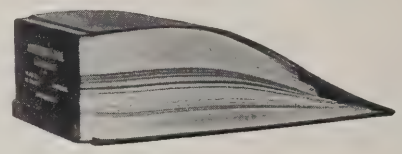

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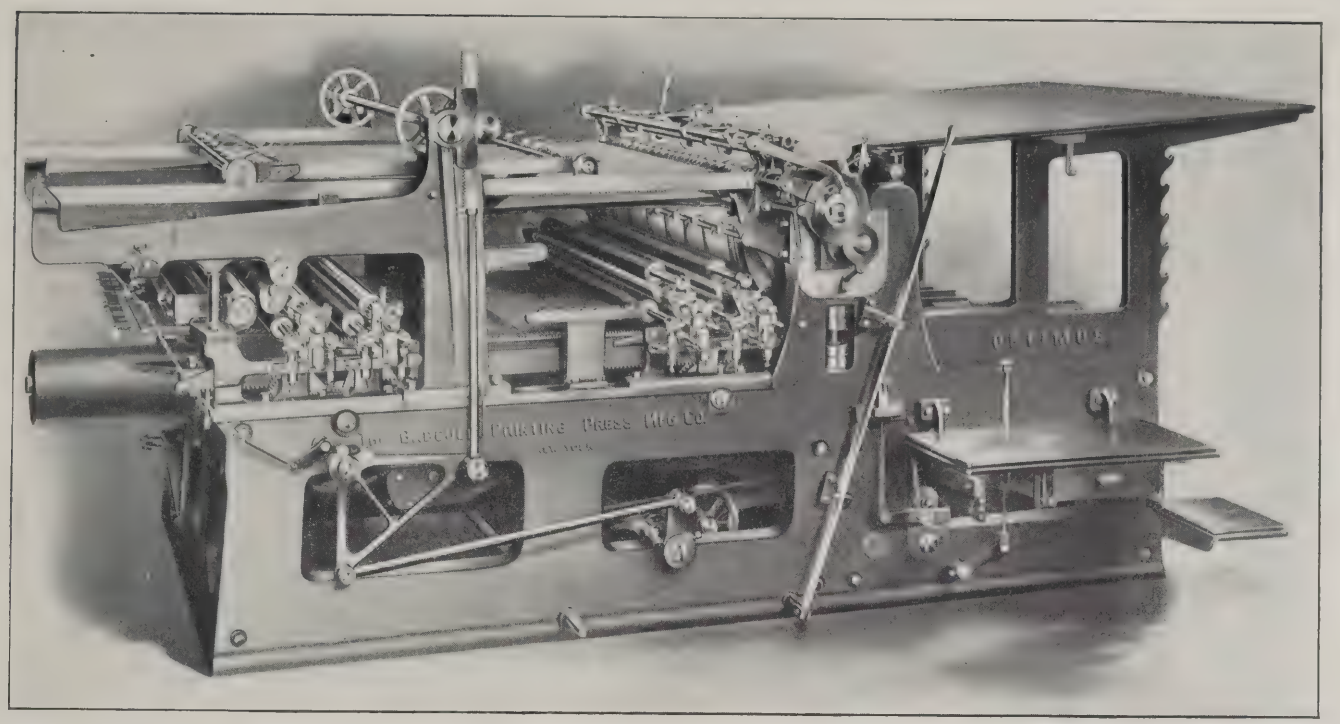

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The Babcock Optimus

A modern press for modern work. It's the only way.

Even when new the old press could have done little better than half print today's difficult work. A heavy halftone form on such a press results in rage and waste. There is worse than no profit, for it destroys the confidence necessary in seeking new business. It's a trade killer.

The Optimus is especially efficient on heavy work. It prints all readily, no matter how hard. For this reason, at Buffalo, not long ago, three Optimus presses replaced three of a competitor, one of which had been in use only eight months, the other two but twelve months.

The Optimus gives longer runs from one set of plates, and greater amounts of high quality work, or any sort of work. It works out an extra profit in decreased cost. It is a trade maker.

The Babcock Optimus

SET IN AUTHORS ROMAN.

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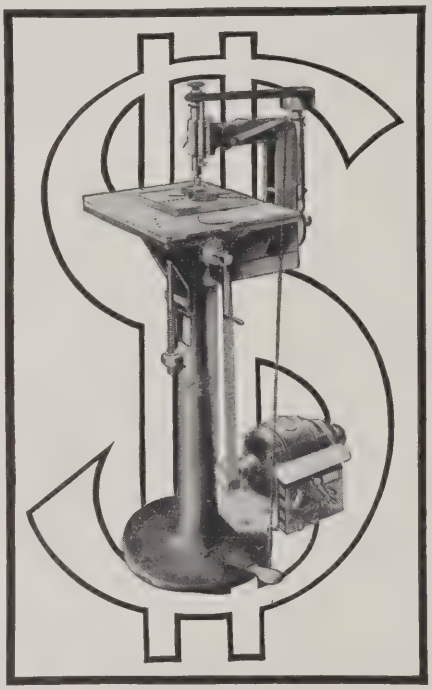

Our Selling Method

LET us send you the machine for trial, and if it doesn't show you in 30 days that it is a worry-saver and a money-maker and worth keeping, send it back.

Talk No. 1---Utility and Accuracy

¶ The Miller Saw-Trimmer is *your* machine. You suggested it.

¶ As long as you have been in the printing business *you* have been wanting a tool that would do *accurately* twenty little things that had to be done *crudely* by hand, or with half a dozen clumsy and inaccurate tools.

¶ Right there, in those time-losing, *tinkering operations* is where you have lost money. You couldn't put them in your *estimates.* You couldn't *name* them if you tried. But they were there just the same when it came to the composition; and they *cut down* or *cut out* your profit.

¶ It's no use *telling* any more about it. It's a painful subject. But *you* and every *other* printer in the country have met the nightmare of whittling, sawing, trimming, plugging and pasting, and have prayed for deliverance.

¶ It is just that desire and *demand* of yours that has brought the Miller Saw-Trimmer into existence.

¶ We took our *cue* and got our *information* from *you,* practical printers of the country. We found out what *you* wanted.

¶ We found that *you all agreed* in demanding a tool that would combine the work of the rule and lead cutter, mitering machine, beveler and router and dispense with gimlets, chisels, saws and other make-shifts.

¶ At *your suggestion* we have made and perfected the tool that *absolutely* does away with *every* other cutting and trimming tool in the composing room, including the jack-knife in your pocket.

¶ And every operation is accomplished on the POINT MEASUREMENT BASIS WITH ABSOLUTE ACCURACY.

¶ You can scarcely estimate the saving of time such a tool will accomplish *right in your composing room.* Besides, it renders you *independent* of the *electrotyper* and *engraver,* enabling you to do a large amount of work which you now send out, and to do it with greater accuracy.

¶ A tool like that *ought* to interest you. You don't *need* to doubt that it *will* do what we claim. Try it *before buying* and let it *speak for itself.*

Miller Saw-Trimmer Co., Milwaukee, Wis.

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ULLMAN'S INKS

ALL WE HAVE EVER CLAIMED

For Doubletone Inks and Ullmanines
Has been verified by thousands of
Printing establishments
All over the world
Who are constantly increasing
Their business by using them.
The printer who still hesitates
May not be lost. But his business
For high class work is in danger of
Going to those who use
Doubletone Inks and Ullmanines.

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DOG ON GOOD SMOKE

AND

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Run Each Tier of Your Press Independently? Do You Have Trouble With Breaking Long Trains of Gearing? Does the Play in the Gearing Break the Webs? If So, You Should Appreciate the Importance of the

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It is a perfect safeguard against accident, as each tier is operated ***INDEPENDENTLY*** of any other tier, besides being a great convenience in beating down blankets uniformly. Each tier is driven ***DIRECTLY*** from the main drive without intermediate gearing, eliminating breaking of gears and saving power. Also, as there is no lost motion, all tiers and folder start at same moment, thus saving paper and time. It combines convenience with simplicity—hence durability. This is only one of ***TWENTY*** new important, exclusive and patented features of ***SCOTT PRESSES,*** each equally useful. ***LET US "SHOW YOU."***

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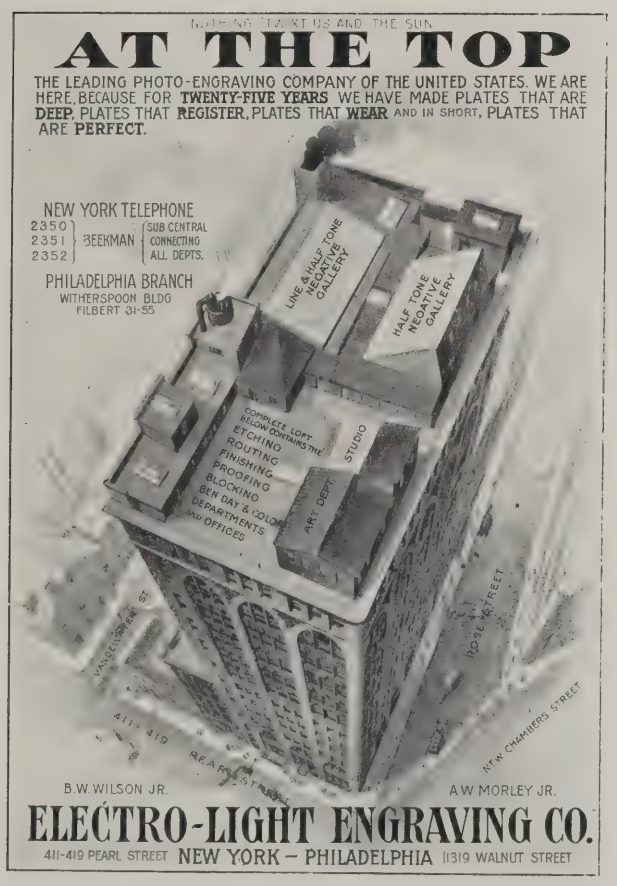

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are good stitches: even, flat, smooth, exquisite. The kind demanded by the discriminating printer and patron. Users of the Boston Wire Stitcher, of which there are more than fifteen hundred, among the owners of this kind of machinery, are able to gratify the tastes of their most discerning customers. Quality stitching is always pleasingly attractive, never more so than in the tasteful little booklet or brochure, so much used by up-to-date advertisers, and so often marred by unsightly wiring. Get into line for improved wire stitching. Investigate thoroughly, and you will buy a Boston. In stock at all houses and agencies

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American Type Founders Company's Clearface Bold Type, Cast Squares and Labor-Saving Brass Rule

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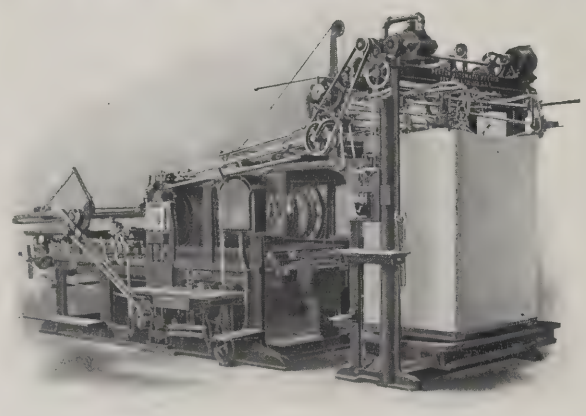
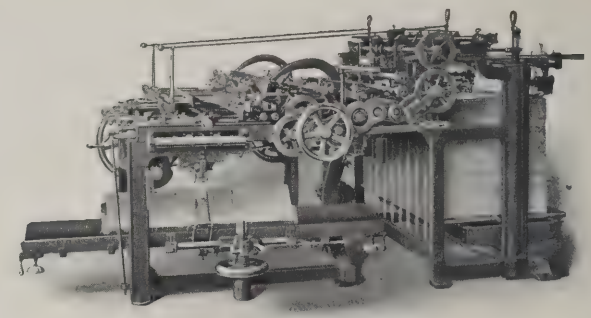


THE DEXTER AUTOMATIC PRESS FEEDER



THE DEXTER DOUBLE 16 DROP ROLL FOLDER

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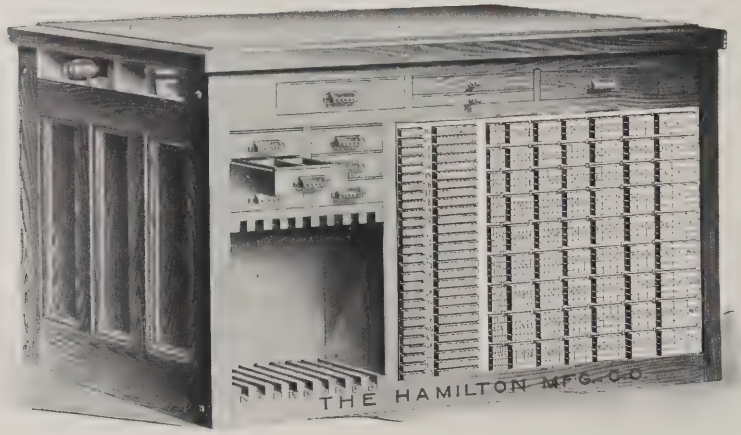

HAMILTON

stands for all that is good in Modern Printing Office Furniture. It is a fact that more new and good articles of furniture have come out of the Hamilton shops during the past 25 years than in all the previous history of the printing trade.

RAMALEY IMPOSING STONE FRAME

A general Utility Frame, especially serviceable where the stone surface is not extensive. Contains a wide variety of equipment in limited form.

EQUIPMENT

LETTERBOARDS—Thirteen Letterboards on one side in one tier, size inside 30½x21½ inches. These Letterboards are supported on heavy angle iron steel runs.

SORT DRAWERS—Six drawers easy of access, all being located near the top, each drawer divided into ten compartments.

CHASE RACKS—On one side the Chase Racks are placed in double tier. Each tier accommodates twelve chases; the other side accommodating nine chases. All Chase Racks are steel lined on the bottom.

FURNITURE—Of clear selected stock, each piece with the length stamped on the end. There are nine lengths and seven widths. A total of 1023 pieces, comprising 181 yards of the best oiled furniture.

REGLET—A Double Rack with separate compartments for nonpareil and picas in each length. Holds 34 pieces each of nonpareil and picas in 10 to 70 picas, a total of 244 yards cut into 1904 pieces.

METAL FURNITURE AND TOOL DRAWERS—There are six drawers in the rail under the stone. The top drawer in the center runs clear through and pulls from either side. The other five drawers run half way through, three pulling from one side and two from the opposite side. At the end are open bins, each divided into two compartments.

Shipping weight, complete with stone, 1,150 lbs.
Weight of stone only, 500 lbs.

The Ramaley Stone Frame occupies floor space 38½x62½ inches.

List Price, complete with stone, including the furniture and reglet - - - - $135.00

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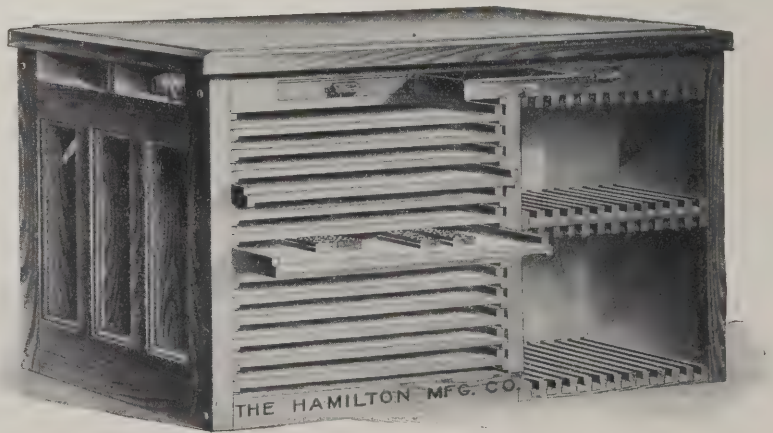

The two cuts above show both sides of the Ramaley Stone Frame

NATIONAL PRINTER JOURNALIST
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UNITED TYPOTHETAE OF AMERICA—TWENTY-SECOND ANNUAL SESSION

Declaration of Policy—Important Facts as to Technical Education and Trade Conditions.

"BE Just and Fear Not" was the permanent inscription, a boldly engraved motto, that faced the delegates of the United Typothetæ of America during their meetings in Paul Revere Hall of the Mechanics' Institute, Boston, from September 9th to 11th. The proceedings were not out of harmony with the Paul Revere Motto.

The delegates to the Convention indulged in free discussions. There were important reports and action thereon, but comparatively little legislation. The most important in this line was the adoption of the following "Declaration of Policy" that had been previously approved by the Executive Committee:

DECLARATION OF POLICY OF THE UNITED TYPOTHETAE OF AMERICA.

The purpose of this declaration of policy is to explain to its members the position of the United Typothetæ of America upon the several questions treated, and it is made, not with the view of antagonizing the cause of labor, but for the purpose of protecting and safeguarding the interests of the membership of the United Typothetæ of America.

I. The United Typothetæ of America maintains the right of every member to conduct an "open" office, employing whomsoever such member may choose, with due regard to existing contracts.

II. The United Typothetæ of America maintains the right of its members to employ whomsoever they see fit in the management of their respective offices.

III. The United Typothetæ of America maintains the right of every member to sell to or to purchase from whomsoever they may seet fit without prejudice. It being understood that the laws of demand and supply and of credit alone should govern transactions of buying and selling.

IV. The United Typothetæ of America aims to secure uniform action of its members and of the Local Typothetæ upon subjects of common interest, and invites united and uniform action to resist any unwarranted or unjustifiable encroachments of labor organizations upon the rights of employers.

V. The United Typothetæ of America leaves to Local Typothetæ the settlement of all questions relating to its own membership, subject to the provisions of the Constiution and By-Laws of the United Typothetæ of America. Local Typothetæ and individual members shall be at liberty to make contracts with local Unions providing such contracts conform to the spirit of this declaration of policy, and are approved by the Executive officers of the National organzitation before they are executed.

VI. The United Typothetæ of America is opposed to any agreement between Local Typothetæ, or individual members thereof, and employes' unions for the control of trade or membership.

VII. The United Typothetæ of America deprecates the use of the Union Label, and requests Local Typothetæ to urge their membership to refuse the use of said Union Label.

VIII. The United Typothetæ of America aims to extend an accurate knowledge of costs of operation in every department of the plants of its members, that each member's business may be conducted with such intelligence and uniformity as to insure its successful operation.

IX. The United Typothetæ of America aims to advance the development of the art of printing through the use and encouragement of Technical Schools devoted to the discovery and training of such young men as are desirous of acquiring proficiency in the trade.

One-half day was largely devoted to the consideration of proposed changes in the Constitution and By-Laws, but it was the concensus of opinion among a large majority that these remain unchanged, though discussions brought out many interesting and profitable thoughts. The reports of the officers were able and covered a large range of subjects; that of the Secretary, John MacIntyre, showed that much valuable work had been accomplished during the year. The following extracts from this report will be of interest to all printers, publishers and newspaper makers, for they correct some errors that had gained currency and show many valuable facts as to the condition and needs of the printing business, and also some of the methods that are being successfully inaugurated to meet the changed conditions and the new demands:—

A PERIOD OF PEACE AND PROSPERITY AND THE OPEN SHOP.

That a period of peace and prosperity is now at hand seems probable; the business outlook is brighter, with good prospects of a busy season for the printer; with more harmonious relations with our employes, further disturbances in the ranks of the workers are not looked for nor expected. After three years of battling for the principle of the Open Shop, there can be little doubt remaining in the minds of the opponents of our determination to stand for that principle, even to the

last ditch. While there may be, with more or less frequency, sporadic attempts to "close" some of our offices, it is unlikely that any concerted action will be attempted for many years; the cost attending the strikes through which we have passed since 1905 precludes the probability of much activity in that direction for a long time to come. And come when it may—the experience of the past has shown in the most positive manner that, organized as we are and under capable leadership, no matter how boldly and aggressively the demands are made, we can and will resist them successfully. Despite all reports and claims to the contrary that may be made by the trades unions, the majority of our members are maintaining the Open Shop; from ninety-six cities, in which there are members of the United Typothetæ of America, come reports of such conditions existing in all departments in nearly every case.

APPRENTICES, TECHNICAL SCHOOLS AND LECTURES.

From statistics gathered during the past year on the number of apprenticses employed in the composing rooms of our members, we are again forcibly reminded of the growing necessity for some action whereby the proportion of boys employed in composing rooms shall be increased. The result of our investigation in this direction is that we find that there is but one apprentice to an average of seven and a half journeymen. It is an acknowledged fact, proved in the Vital Statistics compiled by the United States Census Bureau, that in the printing business the number of workmen between the ages of fifteen and twenty years compared with the number whose ages range from twenty-one to sixty is one to five; the younger workmen representing the apprentices and the older the journeymen, it is at once apparent that the natural ratio is one apprentice to five workmen. Owing to the uncertainty of this class of help in the composing room it would be more reasonable to establish the proportion of one to four and introduce a form of indenture that would secure the services of the employe for the full period for which he contracted. The difficulty of obtaining proficient workmen is greater each year, while the number of apprentices who are faithful and zealous in their ambitions finally to become skilled artisans seems to be growing less. The question is one of the very important ones confronting the Master Printer today and must, sooner or later, be taken up energetically and the solution found and applied without delay.

In this connection it is well to note that some steps, which are proving more or less satisfactory, are being taken by our membership in different cities, notably Buffalo, where, under the auspices of the local Typothetæ, a series of lectures for apprentices is being given monthly during the working day, and it shows the liberality of spirit on the part of members in that city when I say that they have voluntarily agreed to have their apprentices leave the workshop and put in that time in atendance on these lectures. Unquestionably, this spirit and action is going to improve the character and ability of the apprentices participating therein.

In Boston, the North End Union School is doing excellent work and, I understand, accomplishing splendid results. This should be encouraged and further extended, if possible, by the aid and co-operation of the members of this National organization.

The Winona Technical Institute is also doing a great work, and we will doubtless hear from our committee having charge of that just what has been accomplished during the past year.

Kansas City established a school during the past year, and just what was accomplished can best be stated by those interested, although I am afraid the commercial spirit rather overcame the educational one and the original idea has been somewhat diverted from its channel.

These various local efforts, as far as we have gone, demonstrate, however, that some such methods are undoubtedly the best and most effective for the production of the workmen required in the future, because they have the advantage of giving the apprentice the benefit of an extended and wider field of knowledge and assistance than he could obtain if his time were spent entirely in one office. With the constant increase in improved appliances and the rapid strides that are being made in methods of handling our product in the various departments, a broader and wider knowledge of all these elements will be required from the future workman than has been asked for from those of the older schools. It is fitting and proper that this organization should not only encourage, but should lend a hand, financially and in every way practical, from the standpoint of self-preservation and the future secur-

GROUP OF ATTENDANTS AT THE TWENTY-SECOND ANNUAL IN FRONT OF THE MECHANICS' INSTITUTE

ity of their investments through their ability to obtain competent workmen.

BUREAU OF LABOR AND INFORMATION.

The work of the office during the past winter, when engaged in the collection of statistics and general information, has demonstrated how great a field there is for this important branch of the Secretary's work.

The effectiveness of the Labor Bureau has been greatly augmented by the co-operation of local secretaries and members who have reported promptly, when requested, on labor conditions in their districts, the requirements of their members and investigation of the records of applicants who were seeking employment through the Bureau. With the exercise of considerable care in the selection of men we have been able to secure a superior class of compositors, operators and pressmen and, appreciating this, the work of the department has been largely increased by demands made upon it by the members. New York City and the several large towns and cities in close proximity is the best market from which to secure printers in the United States; with the same care and judgment in the selection of our men we can, under normal conditions, supply the best class of help in reasonable numbers.

The collection and dissemination of information of practical value to the members can also be developed to a great extent; some of the work is now in hand and much valuable information has been compiled concerning the equipments operated by members of the organization, number of employes in the different departments, number of apprentices and their proportion to journeymen, as referred to above. In compiling these statistics some interesting facts are set forth. Of the total number of firms engaged in the printing business, seventh in value of manufactured products in the United States, book and job offices constitute 31 11-15%, or about one-third; exclusively newspaper and periodical establishments, one-sixth, and combination offices, producing both job work and newspapers, over one-half. Two-thirds of the value of the product of these offices, or 69%, is concentrated in six States: New York, Illinois, Pennsylvania, Massachusetts, Ohio and Missouri. Of this New York produced, according to the Bureau of the Census, more than way, to the upbuilding and spreading of such methods, if only double that of the next largest producer, Chicago, and amounted to not quite one-fourth of the entire product of the industry. The membership of the United Typothetæ of America is but 7% of the number of book and job offices in the United States, but their investment in tools and machinery is 31%; of the type-setting and casting machines used in the book and job offices of the country, the members of the U. T. A. operate over 53%; of operators, over 50%; and of all employes, 26% are engaged in the offices of our members. A stronger commentary on the size and importance of the offices making up the National organization could not be written. Our membership extends into thirty-six States and the Dominion of Canada, and one hundred and eight cities, the average value of our equipments being nearly $37,000.

EDUCATION IN COST OF PRINTING.

One direct and important result of the various troubles through which we have gone in the past three years, added to the enlightenment which many of our members received because of the fact that they had to study more carefully than ever the actual details of their offices and the conditions and handling of their materials, to which might be added also the agitation along educational lines that has been so ably carried on by individuals and by the various printers' organizations, including the Boards of Trade, is the question of what it costs to obtain our product.

This today is one of the most active and live issues before, not only the members of this organization, but before the entire pritning fraternity throughout the country, and it is entirely proper, therefore, that at this time we should apply ourselves seriously to some concerted plan or effort to formulate lines along which the members of this organization, and such others as may be willing to join them, will travel for some time to come in order that concrete, definite results may be forthcoming within some specified period as a result of the work and effort put forth.

The question before our Executive Officers, in considering this matter, has been not so much that of what system shall be used or recommended as by what means we shall take any system or number of systems and effectively place them

CONVENTION OF THE UNITED TYPOTHETAE OF AMERICA BUILDING, BOSTON, MASS., SEPT. 9, 1908

before or in the hands of our members and others with the assurance that they will be given a fair and effective trial, and some information as to the results obtained shall be given for the extension of the work as well as its improvement.

The majority of the members present, doubtless, have systems, more or less adequate, now in use, or they may have considered and studied some one of the several existing systems which are advertised and advocated, and which in many cases undoubtedly are producing satisfactory and definite results. It has not appeared proper for your officers to arbitrarily and definitely say that any one system is superior or more effective than another, and so far the trade has not been fortunate enough in having sufficient attention paid to this particular branch by some one or other along business lines looking for the installation and development of any of these particular systems.

It would appear well, therefore, if this Convention would definitely take into consideration certain fixed principles for the business management of plants and for the ascertaining of cost, which principles are common to all of these existing systems; and if, after due and careful consideration, the Convention should conclude that these principles are correct and entitled to the support and approval of the entire membership, they should say so. Then as a result, it would be possible for those in whose hands this educational work is entrusted to formulate a plan of campaign for the furtherance of these principles and for the introduction of a system, or combination of systems, that would be adaptable to the use of the various offices throughout the country. By this method concrete and accurate results might be obtained which in time would go to prove either the weakness or efficiency of those methods, and would, most assuredly, as time progressed, enable us to establish an intelligent but concrete and well-defined plan which would be suitable for the large majority of manufacturing printing plants.

The spread and development of this work could be carried on through the employment of properly equipped, intelligent men to represent the organization and travel throughout the country, instructing and installing a suitable system best adapted to the requirements of the individual concern, thus insuring the carrying out of the basic principles which the organization may set and which should be common to all in order that there may be a fair ground for actual comparison as to results. It is intended to have one or two such competent men constantly in the field in connection with this work, assisting in every way possible to establish such systems and show those printers who so desire a practical method of ascertaining a true knowledge of costs in their own shops. A plan such as this to be effective is, of course, going to entail a considerable cost to carry out; but many members have already expressed themselves as willing to share with the organizations such expenses, and there are already well-defined plans under way to provide an equitable and economical basis to carry out this thought.

The importance of the work is further emphasized by the fact that greater attention has been paid in the last few years to our methods of selling, and this attention is becoming more pronounced; in fact, this Convention is going to have for its consideration during its sessions the matter of salesmanship from a scientific, educational standpoint, and doubtless many will follow in the footsteps of those who have already started to handle the matter of selling their goods along the lines and by the methods which the gentleman who will elaborate upon it has definitely set down and is applying at the present time.

Unquestionably, effective selling is going to establish the market prices, and the problem then up to the manufacturer will be to produce his goods within the scope of the market, and the only method by which he can do this with a knowledge that he is not inviting a direct loss will be to have his manufacturing departments so systematized that he will know the actual cost of the articles before he begins the process of manufacturing. This only can be done and correctly ascertained by introducing a correct system, and by following up that system and compelling it to be carried out in detail, and attention paid daily to the results shown in the analysis therefrom. These are matters for discussion and not for further elaboration here.

* * * * *

UNION LABEL LEGISLATION.

The opinions and decisions cited in Union Label cases which were compiled in the Secretary's office some time since have been supplemented recently by a small pamphlet containing decisions handed down since the publication of the former work, with an abstract of its contents. In every case brought by the Unions in towns where local Typothetæ exist, their efforts to pass ordinances requiring the label on city and county printing, so far as the Secretary's office is informed, were frustrated by active work on the part of our members. Supreme and Appellate Court decisions cited in the Union Label book have done much to help us in the support of our contention that the requirement of the Union label on public printing is class legislation and therefore unconstitutional, illegal and in violation of equal rights.

There is no necessity for the label under any circumstances—other laws than those of the Union provide for sanitary surroundings which the label does not by any means guarantee, whatever its champions may say for it. A resolute front and some pains to keep the public informed of what the Union label really means and the ends to which the Unions are always ready to go, to secure its use are all that is needed to keep it out of our offices and finally discourage its use in the best class of offices.

WORKING CARDS.

The introduction of a Working Card to be issued to employes seeking positions in other offices and cities than those in which they were formerly employed has met with a very gratifying reception. It is generally agreed that a card of this description will do much to overcome the advantages of the Union Traveling Card; indeed, there is already a demand for them on the part of the employe who feels that with a card issued by the local or national Typothetæ he will be much more likely to secure employment in other Typothetæ offices than if he applied without such credentials.

It will require but little effort to make the use of the card universal in all local Typothetæ. The present plan may not be just the right one; some changes in its form and plan of issuance may be desirable; and it is hoped that the subject may be discussed at this Convention that some acceptable plan, meeting all the requirements and the approval of those present, may be adopted for immediate use. Its importance is not to be denied.

It is a well-known fact, based on twenty years of existence, that the United Typothetæ of America is slow to accept or adopt policies and just as cautious, too, in installing new and untried plans for its betterment. But it must be borne in mind that we seem to be entering upon an epoch of peace. The United Typothetæ of America is not a militant organization at all times, fundamentally, its business is to develop a community of interests and a fraternal spirit among members for the purpose of exchanging information and assisting each other when necessary. It is time now to inaugurate new ideas, put into use new plans, extend the scope and mission of the work toward the upbuilding of the organization that it may be of lasting good and benefit to its members; and with confidence in each other and hearty co-operation with our employes will be insured that "peace with honor," as well as profit, which for so many years has been the aim and object of the United Typothetæ of America.

GRATIFYING PROSPERITY SHOWN.

To the report of the Secretary was appended a synopsis of communications received from some fifty different cities, from Winnipeg, Canada, and Rutland, Vermont, on the North, to San Antonio and New Orleans on the South, showing the conditions of business in all the different sections. These indicated brightening prospects and increased trade.

The attendance this year was one-third greater than at the convention last year.

The following shows the attendance, not including visitors:

DELEGATES.

Atlanta—Richard A. Magill.

Baltimore—Clarence G. Bouis.

Boston—James Berwick, Walter J. Berwick, J. Stearns Cushing, George H. Ellis, Albert R. Getchell, F. H. Gilson, A. W. Finlay, Chas. L. D. Parkhill, H. M. Plimpton, Henry P. Porter, George W. Simonds, Samuel Usher.

Buaffalo—John C Adams, David L. Johnston, E. A. Kendrick, George E. Matthews, Jr.

Charleston—W. H. Cogswell.

Benton Harbor—W. W. Buchanan.

Chicago—J. W. Donohue, H. M. Loth, J. A. Morgan, W. H. Monroe.
Detroit—W. B. Gregory, John G. Sterling, John Taylor.
Evansville—W. H. Keller.
Fargo—T. P. Walker.
Galveston—George M. Courts.
Grand Rapids—H. K. Dean, M. F. Powers.
Hartford, Conn.—Newton C. Brainard.
Indianapolis—A. M. Glossbrenner.
Jersey City—John S. Watson.
Kansas City—Franklin Hudson.
Knoxville—J. H. Bean.
Louisville—Wm. Atwood, A. L. Hamilton, H. H. Hughes, John C. Vanmeter.
Lowell—Harry R. Rice.
Milwaukee—Edward Bulfin, N. L. Burdick, H. W. J. Meyer.
Minneapolis—George A. Leighton, Geo. R. Morrissey, Frank E. Storer.
Nashville—C. H. Brandon.
Newark—Samuel R. Baker.
New Haven—Geo. M. Adkins, W. W. Curtis, Wilson H. Lee, Geo. H. Tuttle.
New York—Frederick Alfred, Isaac H. Blanchard, T. B. DeVinne, George E. Easton, William Green, M. L. Griswold, James Masterman, Robert Schalkenbach, W. F. Vanden Houten, Edmund Wolcott.
Omaha—Samuel Rees.
Philadelphia—Alfred T. Edgell, E. Lawrence Fell, J. Howard Fell, Elmer E. Garrett, Wm. T. Innes, Jr., W. A. MacCalla, Ambrose Shapley, Morrison D. Wood.
Pittsburgh—W. J. Golder, Harry P. Pears.
Portland—Geo. E. Lefavor.
Providence—John E. Hurley, Edwin A. Johnson, Benjamin P. Moulton.
Reading—Edward Pengelly.
Richmond—R. B. Walthall, D. G. Whitehead.
Rochester—Mark G. Goddard, Edward C. Tanger, Andrew J. Wegman.
Schenectady—L. J. Calkins.
Sioux Falls—Eugene Saenger.
Springfield—F. A. Bassette.
St. Louis—C. B. Nicholson, Stewart Scott.
St. Paul—G. G. McGuiggan.
Stamford—R. H. Gillespie.
Syracuse—F. N. Spaulding.
Watertown—Chas. E. Holbrook.
Wilkes-Barre—J. W. Raeder.
Winnipeg—John Stovel.
Worcester—F. S. Blanchard, Oliver B. Wood.
Fraternal Delegate from the National Editorial Association of the United States—B. B. Herbert, Chicago, Ill.

ALTERNATES.

Boston—Harry A. Brown, C. C. Crowell, A. H. Moorehouse, A. N. Murray, Thomas Todd, H. C. Whitcomb.
Chicago—Thomas E Donnelley.
Hartford, Conn.—Rial S. Peck, J. H. Turner.
Lowell—P. W. Reilly.
Lynn—Thos. P. Nichols.
Newark—William A. Baker.
New York—Thomas Hally, R. H. Middleditch, F. M. Montague, F. W. Ringler, Philip Ruxton, C. B. Sheridan, Frank Sinclair.
Philadelphia—Chadwick P. Cummings, Robert F. Fell, Alfred J. Ferris, Joseph Hays, George G. Thomson, John B. Williams.
Providence—J. E. C. Farnham.
Richmond—Rufus Williams.
Rochester—Eugene T. Curtis, John P. Smith, Edwin H. Steele.
Springfield, Mass.—Wm. N. Lester, Wm. B. Sleigh.
Syracuse—Innes Henry.
St. Louis—Carl Schraubstadter.

OFFICERS.

The following were elected the officers for the ensuing year:

President, E. Lawrence Fell, 518 Ludlow St., Philadelphia.
Vice-President, Wilson H. Lee, New Haven, Conn.
Secretary, John MacIntyre, 32 Union Square, New York.
Treasurer, A. M. Glossbrenner, Indianapolis, Ind.
Executive Committee, Wilson H. Lee, New Haven, Conn.; A. R. Barnes, Chicago; Isaac H. Blanchard, New York; George M. Courts, Galveston; J. Stearns Cushing, Norwood, Mass.; H. K. Dean, Grand Rapids; George H. Ellis, Boston; John Stovel, Winnipeg; Wm. J. Golder, Pittsburg; Franklin Hudson, Kansas City; E. C. Tanger, Rochester; H. W. J. Meyer, Milwaukee; L. P. Davidson, Louisville; Samuel Rees, Omaha; Robert Schalkenbach, New York; C. M. Skinner, St. Louis; Fred L. Smith, Minneapolis; Edward Stern, Philadelphia; E. M. Watson, Jersey City; President and Treasurer, Ex-Officio.

Most of the officers were honored, by a unanimous re-election. Mr. Thos. E. Donnelly, who has served most acceptably, as Treasurer, for ten years, declined re-election on account of frail health, and was honored with expressions of regard, and a committee was appointed to draft resolutions expressive of the sentiments of the United Typothetæ. A resolution was adopted authorizing the appointment of a committee to act with committees of the National Editorial Association and National Stationers Association in the matter of the Government printing stamped envelopes.

Other matters considered and the resolutions adopted will receive attention later, so far as the same are of general interest.

ENTERTAINMENTS, VISITING LEXINGTON AND CONCORD AND A BOSTON PRINTER'S FARM.

Generous entertainments were extended to the ladies of the party and on Thursday afternoon all the members, alternates, visitors and their ladies, enjoyed a trip on Boston Harbor to Nantasket Beach, followed by a dinner at Atlantic Hotel.

Friday was the *piece de resistance*. It consisted of an excursion to the farm of Past-President Geo. H. Ellis in West Newton. The Jersey cows, many of them full-blooded, registered stock, that give milk as rich as cream, were viewed and admired and the manner of their care and keeping observed. After looking over the farm, barns, ice-houses and eating apples picked fresh from the trees, a rich lunch was enjoyed on the lawn at the farmhouse. In conclusion Mr. Ellis, who is one of the most successful printers of Boston, related a few facts as to farming as a side line to printing, stating, among other things, that the product of the farm for the last year yielded $80,000. Good farming as well as good printing evidently pays in New England, as all milk from the farm sells at eleven cents a quart. From Newton, the excursion was extended to Lexington and Concord. In the shadow of the soldier's monument, in Concord, Mr. Thomas Todd of Boston, told how the battle of Lexington was fought. He did not claim to have been at the battle, though he is one of the very oldest and most beloved printers of the Old Bay State, but he probably told the story better than he could had he been in the fight, popping away at the Red Coats on that memorable occasion.

We visited the old home of Emerson, in which still resides his daughter at the age of seventy-three years, and then the other historic residences, all in excellent state of preservation, of the members of the wonderful band of philosophers, thinkers and writers that made Concord famous—hence our illustrations, elsewhere in this issue; and viewed the famed old Concord grapevine, from which have come the Concord grapes grown in nearly all States of the Union.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH,

Address all communications for this department to 314 Linden Street, Scranton, Penn.

REPRODUCTION 1 is a letterhead which is simple, and yet decidedly different from the ordinary. The two white spaces on both sides of the name, running into the margin, and the two white spaces in the central part of the design, flowing into the lower portion of the page, are certainly effective. The short line at the left prevents the job from being too

Young Men's Christian Association Press

PUBLISHERS OF ASSOCIATION BOOKS. ASSOCIATION AND RELIGIOUS LITERATURE. DEALERS IN STANDARD BOOKS AND BIBLES. LIBRARY AND INDIVIDUAL ORDERS GIVEN PROMPT AND CAREFUL ATTENTION

THE PUBLICATION DEPARTMENT OF THE INTERNATIONAL COMMITTEE OF YOUNG MEN'S CHRISTIAN ASSOCIATIONS

124 East 28th St., New York

TO INSURE PROMPT ATTENTION PLEASE ADDRESS CORRESPONDENCE TO THE Y. M. C. A. PRESS AND NOT TO THE INTERNATIONAL COMMITTEE OR SECRETARIES

TELEPHONE 6760 MADISON SQUARE

No. 1

stiffly balanced, and there is plenty of excuse for the rules.

* * *

THE MESSENGER'S MESSENGER.

"The *Messenger* will carry your name and fame the length and breadth of the land." This is the message

Who Edit the Messenger?

Editorial modesty is proverbial. How few readers of magazines and newspapers know who edit them! So few, too, know much more about the editors than their names, or, at most, their literary or social character. Seldom can even those who know them determine whether they are really responsible for the opinions even in the pages or columns they are supposed to edit.

The editors of THE MESSENGER are four priests of the Society of Jesus: John J. Wynne, T. J. Campbell, Anthony J. Maas and Francis P. Donnelly, all of whom together exercise a general supervision over the articles which appear in the magazine, while each is responsible for some particular department, such as the Editorial, the Chronicle, the Reader

Under the direction of the chief editor, all assist in selecting subjects and writers, in examining and revising manuscripts, and even in proof-reading the forms as they come from the printers; for it is in this way they exercise the strictest censorship and guarantee their readers all and only what is worth reading. Indeed, readers of THE MESSENGER owe its editors quite as much for what they omit or refuse to publish as for what actually appears in its pages.

The editors of THE MESSENGER have not adopted the easy-going policy of disclaiming responsibility for the principles or views set forth in its articles. This does not mean that they would admit no expression of opinion differing from their own; on the contrary, they encourage fair and thorough discussion of every subject, but feel bound to protect their readers from idle speculations, untenable theories, partisan or contentious statements, and, above all, from erroneous and dangerous principles.

Men of years of experience

No. 2

on the cover of a booklet which has a two-color picture of a red bird with green wings, from whose legs hang a placard with the name of this New York Catholic magazine. The design is interestng, inasmuch as it is composed of 7-point rules. This (2) is the style of the pages of the booklet, the side-heads (and tails) being red. It gives an idea for a more pretentious booklet.

* * *

A COVER AND A TITLE PAGE.

The Alling & Cory Company, Rochester, N. Y., have a style of composition which is pleasingly open—the whiting out, which includes the spacing

PAPER

A BRIEF ACCOUNT OF HOW IT IS MADE

THE ALLING & CORY COMPANY

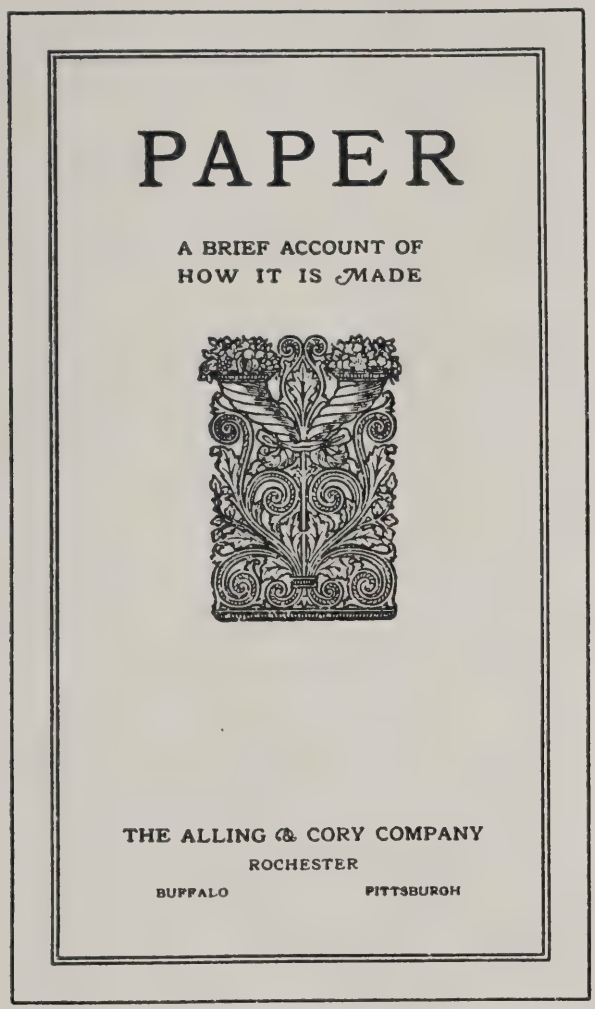
ROCHESTER

BUFFALO PITTSBURG

3a

between the letters, being done with much taste. In this case (3a) the India tint of the eggshell book stock adds much to the delicacy of the design. A plain Roman or Ronaldson makes a very good job style in the hands of a compositor who spaces between the letters with care. Reproduction 3a is from the title page of a booklet. The cover design is another specimen (3b) which, though not so unique as the other, is still of chaste and pleasing design, and the oblong ornament seems in particularly good keeping with the rest of the

page. There is a wide margin. Now the stock is coffee Herculean pebbled surface. There is no die-pressing on the cover whatsoever, but the space between the single and double rule seems to have a distinctly lighter shade— a *cafe au lait* shade, as it were. The arrangement of the rules makes this space look to the eye—if held at a fair distance away—even as if it were printed in a white tint on the coffee stock. One can



3b

obtain plenty of color with the use of one color of ink and one of stock if, intentionally or otherwise, such panelling as this is done. By the way, the book is not only an excellent piece of composition throughout, but one of the best monographs on its subject I have ever glanced over. I have not had time to read it yet, but I will.

* * *

PUBLISHED IN THE BLUE GRASS.

The *Stock Farmer,* "published in the blue grass at Lexington, Ky.," has a novel sheet, 22x10 inches, on which is given their rate schedule for advertising. Here is the style: "1. This Space 3½ lines, 28 cents each insertion." "10. This Space 14 lines, $1.12 each insertion (1 Inch)." This, however, appears to be usually "good measure, running over," for the exact height of the single column space is 13-32 inches. The largest space shown is one of 7 lines, two columns, which is 56 cents each insertion; and there are several two-column spaces, two three-column spaces (60 and 90 lines) and two four-column spaces. These should prove a very good method of advertising space for sale. The New York *American* and *Evening Journal* having been adopting a similar idea for a good while in regard to one-inch and two-inch spaces, single and double column. They really did not show their space as fully as they might have done—a singular proceeding in papers so fond of booming themselves—until their modesty was pointed out in the *N. P. J.* The plan of the *Stock Farmer* might be even more effective if ads of an exact size were shown in all the glory of small clear type, adequate display and illustrations. It is wonderful how much some of the farm and other mail order papers get into small space. Still by means of the use of heavy rules, the amount of space is pretty attractively shown.

* * *

A GOOD AND UNIQUE STYLE OF CONVERSATIONAL PUBLICITY.

The Avery L. Rand Co., of Boston, employs a striking conversational style in advertising its booklets. The latest dummy this firm sends out to offer "100,000 booklets of this size" has this (4) as the wording on its cover page. It will be noted

Ah! Mr. Rand,
Good
Morning
Glad to see you again. It is some time since your last call.
Oh yes we recognized you at once, and you did not even need to mention your name or business
Rand,
the Large
Edition Printer
of Boston
We know you well, and we remember your special offer — here it is in my pigeon hole, close at hand — the books are cheap and offer a whole lot for the money — we have often thought we would buy an edition. No time like the present, you say — true enough — well, sit down please, and we'll make good our intentions now — Let us hope.

No. 4

that in this variety of conversational advertising the words are put into the mouth of the prospective customer. The display is very attractive, but though the three lines of gradually increasing lengths are artistically arranged, they are hardly as well displayed as to the meaning as if the words "Large Edition" or "Large Edition Printer" were on the same line. Still, Mr. Rand is a large man. This criticism is not to be taken as absolutely serious, though I may be something of a crank along the lines of meaningful display. The talk well shows that when a thing is "pigeon-holed," it is not necessarily put out of mind. If it is Rand's, you remember it.

WELL, IT'S A FREE COUNTRY, AND HERE'S SPELLING WHICH FOR PEOPLE WHO LIKE THAT SORT OF THING, OUGHT TO BE THE SORT OF THING THEY LIKE.

I used to think the altruist was quite a fellow, though I do not know that I ever met him. But the other day I saw an editorial which handled Mr. Altruist without gloves. I didn't have time to read

The greatest good to the greatest number.

LIBERTY, EQUALITY AND FRATERNITY.

PHONETIC ALPHABET.

Pronounce the following letters like the italic in the words beside them. All other letters retain their usual sounds—*C, Q* and *X* not being used.

SHAPE AND POSITION OF CONSONANTS.

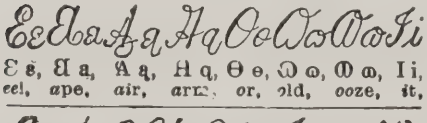
p,	t,	ç *ch*,	k,
b,	d,	j,	g,
f,	ð *ith*,	s,	ʃ *sh*,
v,	đ *tha*,	z,	ʒ *zh*,
l,	r,	m,	n,
	w,	h.	ŋ *ng*.

VOWELS.

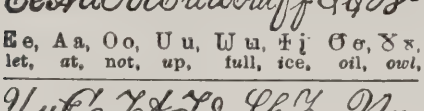
1st,	i *it*,	o *odd*,	ɛ *eel*,	ɐ *or*,
2d,	e *ell*,	u *up*,	a *ale*,	ɷ *old*,
3d,	a *at*,	u *put*,	ɑ *arm*,	ɷ *too*.

DIPHTHONGS.

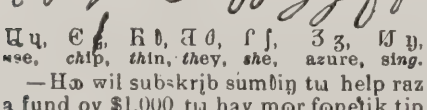
1st, ᵛ į *ice*, ^ ɷ *oil*; 3d, ^ ɤ *owl*, _ ų *mule*.



Ɛ ɛ, Ɑ a, Ą ą, Ɐ ɐ, Ɔ ɔ, ɷ ɷ, I i,
eel, ape, air, arm, or, old, ooze, it,



E e, A a, O o, U u, Ų ų, Ŧ į, Ʊ ʊ, Ɣ ɤ,
let, at, not, up, full, ice, oil, owl,



Ų ų, Ɛ ç, Ɽ ð, Ɑ đ, ſ ſ, Ʒ ʒ, Ŋ ŋ,
use, chip, thin, they, she, azure, sing.

—Hɷ wil subskrįb sumθiŋ tu help raz a fund ov $1.000 tu hav mɷr fɷnetik tįp mad and wid hwiç tu komens đɛ publikaʃon ov a ful seriez ov fɷnetik skɷl buks? Suç an investment wud bɛ veri profitabl. Ɽre-fɷrđs ov đɛ anual net profits wud bɛ pad az a dividend and wun-fɷrt ųzd tu inkrɛs đɛ biznes. Get ųr frendz and naborz tu subskrįb and send us el đɛ subskripʃonz ų kan get. Eni amɤnt rɛsɛvd.

Address A. LONGLEY, Ave., St. Louis, Mo.

No. 5

it, but I've been sorry since that I didn't save it, for yesterday I received a copy of the *Altruist* of St. Louis, which is devoted to a whole lot of reforms, some of which are probably all right. But there are two columns of the little paper that are altogether too altruistic for me, although they may give a little extra work to the type-founders. These two columns are in the most complex form of simplified spelling I ever saw. They are in poetry and prose, and introduce a few new letters into the alphabet, besides reviewing an imitation of the obsolete "th" of the time of Alfred the Great. Worse still, there are new writing characters which possess "mair o' terrible and awfu'" than those in what Mark Twain was won't to call "the awful German language." Here is an extract from the page (5). Would like to know if any of my readers are thinking of laying in sorts of the new letters. It will be noticed that Mr. Longley spells his address in the old-fashioned way.

* * *

"DOG-GONED" GOOD ADVERTISING.

The Doglovers Publishing Co., of Lansdowne, Pa., publishers of *Doglovers,* has a very attractive letterhead, with circles made of dog-collars on either side, and Dog-whips, making a striking and really new *art-nauveau* design. The envelope has simply the dog-collar circle with the name of the magazine on it, and "Lansdowne, Pa.," beneath. This is their way of interesting Doglovers; to quote a letter received, with a copy of the magazine, by an exhibitor at the Scranton Dog Show:

JULY 7, 1908.

JOHN T. EVANS,
Scranton, Pa.

DEAR SIR:—Noting that you are an exhibitor of dogs, we are sending you under separate cover a sample copy of *Doglovers,* which is now recognized as the leading dog monthly in America. We allow this magazine to speak for itself and we trust that this introduction will prove a continuous want.

Awaiting your reply with interest, we are,

Yours truly,
THE DOGLOVERS PUBLISHING CO.,
R. A. Newlyn.

P. S.—We might add that there is a good description and review of your late show in the July issue.

Good enough, with this exception: The letter was written several weeks after the Scranton Dog Show, and yet ignored the fact that the only dog entered by Mr. Evans won both a first and a special prize.

* * *

HOW HOOD WAS HOODOOED — BUT WE'VE ALL BEEN THERE.

SEVENTH DAY OF AUGUST,
NINETEEN HUNDRED AND EIGHT.

DEAR MR. WOODWORTH:—I notice your comment in the current issue of the NATIONAL PRINTER-JOURNALIST on some of my work. Your kind words are appreciated. Aside from dollars and cents, we all like to receive occasionally words of commendation for work we have done the best we know how.

The brochure on which the error occurs was gotten out under circumstances that seemed to hoodoo it. I had it reprinted twice, and even then an error, which you mention, sticks out like a sore thumb.

Sincerely wishing you good health and a large share of happiness in this life, I am,

Yours fraternally,
Asbury Park, N. J. J. A. HOOD.

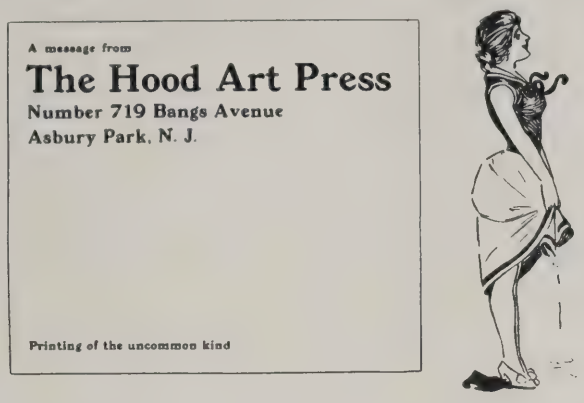
Haven't we all been there as to the elusive error—elusive till the job is printed that is? But it was not

6a

a grievous error, after all, and the printing was surely good.

Now here's a card (6a) on white linen finished stock. The ornaments are green, and the word "Printing" red. It is indubitably artistic.

This (6b) is Mr. Hood's "envelope-corner," which takes up fully two-thirds of the address side. The name is red, and the girl, and the water that is dripping



6b

from her skirt, are gold. Very appropriate for Asbury Park. Mr. Hood knows the value of a lightly enclosed white space.

* * *

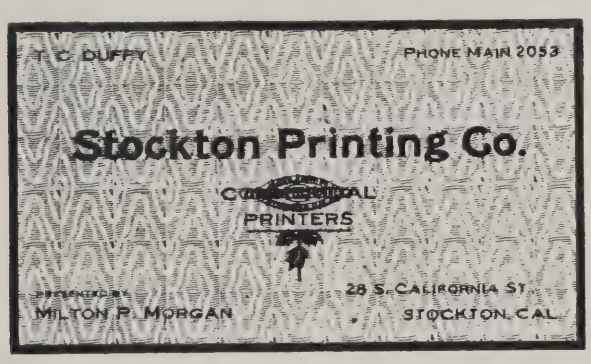
SCORE ANOTHER FOR THE IRISH.

The Wilkes-Barre (Pa.) *News,* in its department, "Things Seen and Heard," says: "Yes, Patrick, you are correct. The first one-cent daily paper issued was the Belfast *Evening Telegraph,* and it was started September 1, 1870."

* * *

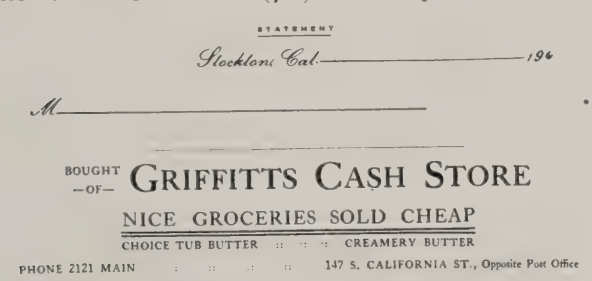
A NEW CONTRIBUTOR.

Milton P. Morgan, with the Stockton Printing Co., Stockton, Calif., is a new and welcomed contributor to this department. His card (7a) shows a novel



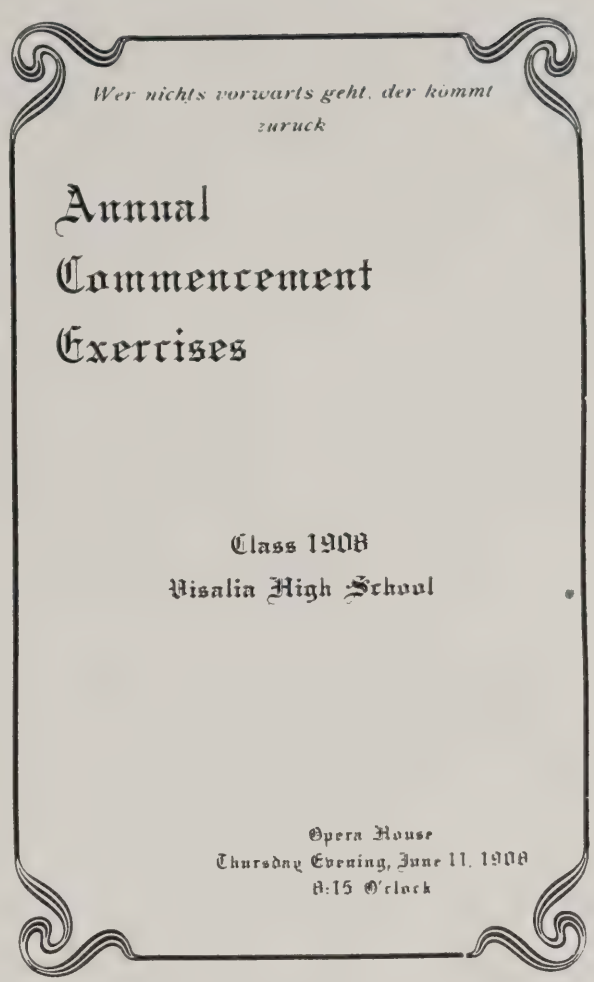
7a

placing of the union label, which, like the ornament, is brown, under the word "Commercial," which is in blue. The surrounding rules and Mr. Morgan's name are also brown, and the background is in a yellow tint. Did you try the job with a different color-scheme? The billhead (7b) has its parts centered in


STATEMENT
Stockton, Cal. 19
M
BOUGHT —OF— GRIFFITTS CASH STORE
NICE GROCERIES SOLD CHEAP
CHOICE TUB BUTTER :: :: :: CREAMERY BUTTER
PHONE 2121 MAIN 147 S. CALIFORNIA ST., Opposite Post Office

7b

a way which gives a somewhat odd, but decidedly pleasing effect. The first page of the commencement program (7c) is a tasteful piece of composition.



7c

Come again, Mr. Morgan—and let's see some of your printing-advertising.

* * *

A BOOKLET WITH A NOVEL COVER PLAN.

The *Farmer* of St. Paul, Minn., issues a very tasteful booklet with the following on the cover page: "The *Farmer;* How it has paid fifty leading Advertisers, By the Advertisers Themselves." The *Farmer* has a very appropriate design which it uses in all sizes, colors and tints. The space between the words is followed with a representation of a hand holding the torch of knowledge, and the initial "F" is enclosed in a wreath of wheat. The letters, which take up the most of the space in the booklet, are shown in fac-simile. The typewriting of all of them is in green and the heading is in photo-brown. The use of brown and green in the classified index is very striking. For instance, the heading, "Live Stock Supplies" is in brown, and the names of the five advertisers who deal in these supplies, together with the numbers of the pages on which their testimonials appear, are in green. Most color-schemes of this kind would reverse the position of the colors; and yet this is very pleasing both on account of its individuality and its appearance. The *Farmer* has a four-hundred-acre experimental stock farm 25 miles from St. Paul, of a part of which the frontispiece gives a good idea. A great many farm papers do not seem to consider it necessary to enlist the aid of good typography in their advertising, but the *Farmer* is one of those which evidently finds that farming is making such wonderful strides in all ways that it behooves its papers to keep in line with its mechanical and esthetic progress.

NEWS NOTES

THE Waukegan, Ill., *Evening News,* an independent Republican local option sheet, appeared Sept. 17th. It is published by a stock company. Waukegan now has three dailies.

Frank G. Smith, treasurer and manager of the Waukegan *Daily Gazette,* is visiting in New York City and vicinity with his wife. Editor W. J. Smith of the *Gazette* and wife enjoyed a two weeks' outing at Buffalo, N. Y., and vicinity.

Wm. Bean, 71 years of age, died Sept. 11, at Geneva, N. Y. For the past fifteen years he has been superintendent of Humment's printing offices. He was a prominent newspaper man and at one time he was proprietor of the Cohoes *Cataract.*

The regular fall meeting of the Western Iowa Editorial Association was held September 18th in the Carnegie library building, Council Bluffs.

Tom Bonfield left Kankakee, Ill., for Norfolk, Neb., where he will go to work on the Norfolk *News* as a reporter.

The Batavia, Ill., *Weekly News,* Batavia's oldest newspaper, was turned over to W. M. Wrightman, a former Aurora newspaper man and now of Chicago, on a one year lease, closed between Wrightman and Clark Lewis, owner of the paper. Clark Lewis, the veteran owner and editor of the *News,* will retire from the business.

The Whiting, Ind., *Sun,* a weekly newspaper, changed hands, Frank Vance, the editor of the paper turning his partnership over to William Hickey, who was one of the partners.

As a farewell to two of the best known newspaper men, who leave Des Moines, twenty-five of their companions the other night gave a banquet at the Kirkwood. One guest of honor was John Evans, police reporter for the *Daily Capital,* who leaves to accept a position on the editorial staff of the Washington *Times.* The other was Josh Wilson, cartoonist for the *Daily News,* who becomes cartoonist for the *Gazette* at Cedar Rapids, the home of his parents.

On Sept. 8, the Fond du Lac, Wis., *Daily Bulletin,* which has been the morning publication there since January 15, 1905, suspended publication. The *Bulletin* was merged with the *Daily Commonwealth,* an afternoon daily, the owner of which recently acquired control of the *Bulletin.* In its final number the *Bulletin* announced that it had been a failure from the start and had cost its creditors and stockholders something over $30,000. A short time ago it was sold at public auction to P. R. Haber, who says that he has lost $100 a week since on the venture.

Arrangements have been made to establish a new weekly newspaper at Reliance, S. D., one of the new towns in Lyman County. The new paper will be established by George H. Smith of Reliance, Democratic nominee for member of the state legislature from the district in which Lyman County is situated.

The Milwaukee Advertisers' Association recently launched at a banquet will be known as the Advertisers' Auxiliary of the Merchants' and Manufacturers' Association. A committee to draft a constitution and by-laws, composed of Robert R. Kahn, A. M. Candee and W. E. Hiller, was appointed. The action was taken subject to the approval of the directors of the Merchants' and Manufacturers' Association. The auxiliary has twenty-five members.

At Rockford, Ill., a deal was consummated between C. L. Miller of the *Republic,* and Robert W. Ruhl of the H. C. Marsh Manufacturing Company, whereby the former becomes the owner of Ruhl's holdings in the Marsh Company and the latter becomes the owner of an important block of stock in the *Republic* company. Miller retains his original interest in the paper, that taken by him when the present company was organized a dozen years ago, and will remain connected therewith in an editorial way, but expects to devote less time in the future to the routine work of the office.

The purpose of Mr. Ruhl in the deal is to gratify a long-cherished ambition for newspaper work. He was for two years on the staff of the New York *Globe* and *Commercial Advertiser,* when he developed a liking for the work which induced him to seek this opportunity in his home city to continue therein. He is a son of A. S. Ruhl, long prominent in large business enterprises in Rockford.

The Herald Printing and Publishing Company has been incorporated at East Moline, Ill., with a capital of $2,500, to publish the East Moline *Herald,* also do job printing and binding.

At Kenosha, Wis., another effort is being made to start a democratic newspaper. C. E. Cake and John Shane of Chicago conferred with Democrats who collected $2,500 to finance the paper.

The Springfield, Ill., *News* issued cards of invitation to their house-warming in their new building on Sept. 18 and 19. The invitation was on a "mat" such as is used to stereotype forms in large newspaper plants.

Benjamin Franklin Wright, the veteran editor of the Charles City (Iowa) *Daily Press,* died Sept. 14th at the age of 71 years. Mr. Wright settled in Charles City fifty-one years ago, and was known as the "Father of Prohibition in Iowa." He was prominent as a writer and orator.

The Antigo Republican Company, Antigo, Wis., has been incorrporated as newspaper publishers; capital stock, $5,000; incorporators, John W. Brown, Robert P. Brown and Henry Hay.

On Tuesday, September 1st, a deal went into effect whereby the Milwaukee road takes over all lunch rooms, hotels and news-stands along its entire system. John H. Murphy, who has been the guiding hand of the Allanson-Murphy News Company since the death of Mr. Allanson, seven years ago next month, has been selected by the officials of the Milwaukee road as manager of the hotel system, as well as the news distributing department. His headquarters will be in Chicago.

G. E. Bishop is the new editor of the DuPage County, Ill., *News.* Mr. Bishop has been in the newspaper business for the past thirty-five years.

G. A. Rollins, who has been engaged in the newspaper business in Racine, Wis., for the past year, has gone to Fall River, Mass., where he will continue his newspaper work.

"WE ALL HAVE TO TRAVEL THE SAME JOURNEY."

JERSEYVILLE, ILL., Sept. 22, 1908.

Hon. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

DEAR BROTHER HERBERT:—Enclosed find $2.00, payment for the NATIONAL PRINTER-JOURNALIST another year. You don't know how much I appreciate receiving it, and especially the last number, which contained such a splendid report of the St. Paul meeting. I looked at the pictures of the many familiar faces shown in this number and regretted exceedingly that my health was such that I was not able to be at the meeting. It was with a sad heart, too, that I read the memorials of so many of my dear friends with whom I was associated in years past while corresponding secretary of the Association. Time, however, brings many of these heartaches, and, in the end, we all have to travel the same journey.

I am considerably improved now, and hope I will be able to attend the next Convention, but I wish all the delegates to remember that they have a warm place in my heart, and I hope some time to grasp their hands, and, in the meantime, wish them all health, joy and happiness.

J. M. PAGE.

NEWSPAPER CRITICISMS

By O. BYRON COPPER

Address all communications for this department to
De Soto, Wisconsin

A GREAT preacher, of Boston, wrote me the other day, to the effect that there are very few men in the noble profession of modern newspaper making who "are not in the market, not above price." And, brothers, when I at this moment am moved to tell of the shame and regret that such an accusation caused to my spirit, my pen and my mind and my words seem the weakest of instruments.

Would to God that I might have faced this great preacher with a sharp and truthful denial of the assertion—but, alas! I could not—for all too well do I realize the truth and the shame of the disgraceful charge.

It is the crime of the age, that newspaper men—and all men—are, in the main, subjects, if not veritable slaves, to custom and commercialism. In this view I may be justly charged with pessimism, and in making this expression, I must confess a feeling more pessimistic than sanguine; but were pessimism less necessary to the conservation of the universal equilibrium than optimism, I am sure in Her great plan Nature would have provided no place for such a thing.

That the common taint of the times has spread to men of various other callings—even to that of the ministry—I think cannot be denied, but by their peculiar position newspaper men are placed in the way of greatest temptation.

Lyman Abbott, another great preacher, and great editor, as well, declared recently in the *Outlook* that the Pharisee of old, for whom Jesus had so little hope, "compared fairly well with the conventional standard of our times. In morals his conduct conformed to the social demands of his time."

Brothers, how many of you have a greater code than this? How many of you dare to think and write in veins beyond that which orthodox society demands? How many of you see the real purpose of your exalted calling—to disseminate Truth according to your best judgment, instead of to sell your opinions to palavering politicians and political parties? How many of you aim toward promulgating that which to the best of your belief may most materially improve, instruct and benefit your fellow-men, regardless of price? How many of you realize that the "reproach of Christ" was that, with all due reverence for the old, he dared to push into the new and more profitable for mankind, in spite of dire consequences to self, and gilded temptations? This liberal, fearless, altruistic attitude was the plant and the spirit that made our professional predecessors great—this is the spirit, the scarcity of which today offers in the field of journalism an opportunity for the test of true steel and ultimate greatness for him who has the courage to espouse it, for which history has no parallel.

Would that I possessed the power to inculcate, instill and inspire this grand doctrine in the hearts of all who may chance to read these lines—the next decade would have to its credit an advancement the like of which has never been recorded.

But, let us not despair! For, however corrupt the times and our newspaper makers may be, we know for a surety that not all are in the market—not all are on the sales counter at bargain prices—and therefore how true this axiom from the inspired Daniel Webster:

"All is not lost while we have a single newspaper that is free. Given a free press, and we may defy open or insidious enemies of liberty. It instructs the public mind and animates the spirit of patriotism. Its loud voice suppresses everything which would raise itself against the public liberty, and its blasting rebuke causes incipient despotism to perish in the bud."

———: o :———

MOSCOW, IDAHO, July 10, 1908.

O. Byron Copper, DeSoto, Wis.

DEAR SIR:—It has been several months since I last had the pleasure of addressing you.

At that time, I believe, I was in Centralia, Wash. Have changed my base of operations, as you will observe, to Moscow, Idaho, where I have been for several months.

Am sending you copies of the *Star-Mirror*, on whose payroll I happen to be at the present. Kindly allow that critical eye of yours to wander over its pages and let me have the verdict, if any you have to make, and your petitioner will ever pray.

By the way, why did you leave the greatest state in the union, the Peerless Washington? You see I am not weaned from it yet.

This is press day, so I'll have to ring off, wishing you continued success, etc. I am very truly,

RICHARD HARTMAN.

Thus runs the letter of a friend of other criticisms. And along with the letter comes some excellent work,

THE STAR-MIRROR

VOLUME XXVII MOSCOW, LATAH COUNTY, IDAHO, THURSDAY, JULY 2, 1908

PROMINENT POLITICIAN FUGITIVE FROM JUSTICE

Hon. Avery C. Moore, Well Known Throughout Idaho, Passes "Phoney" Check at Sandpoint

WILL FIGHT THE NEW SALOON CLOSING LAW

SAVED BUNCH OF MONEY IN THE NICK OF TIME

Fire Damages Sawyer Residence and Furniture, But $800 in Bills Is Rescued Unharmed

NEZ PERCES WILL CELEBRATE IN INDIAN STYLE

JULY 13TH TO 18TH CARNIVAL IN MOSCOW

LADIES HOME FROM WALLACE

MURDERER BARNES IS CONVICTED

G. A. R. AND W. R. C. ENTERTAINED

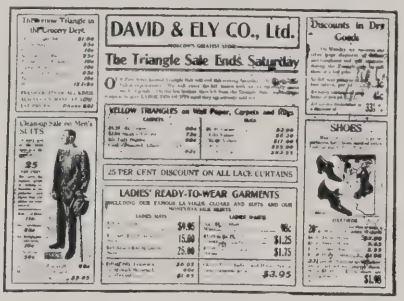
TO COUNTERACT DRY MOVEMENT

WILL ENLARGE HIS STOREROOM

HARVESTER CO. IS SHIPPING MACHINES

No. 1

as the reader may soon see for himself by referring to the reproductions herewith presented. Exhibits 1

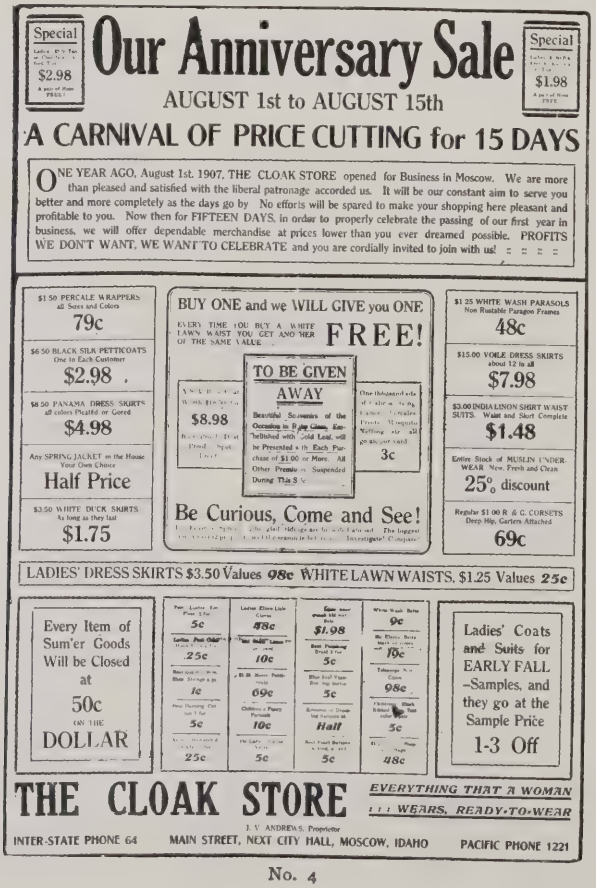

DAVID & ELY CO., Ltd.
The Triangle Sale Ends Saturday
Discounts in Dry Goods
SHOES
25 PER CENT DISCOUNT ON ALL LACE CURTAINS
LADIES' READY-TO-WEAR GARMENTS

No. 2

MOTTO OF THE CLOAK STORE: KEEP THE QUALITY UP AND THE PRICES DOWN
Come, Let Us Reason Together
Big, Generous Bargains for the Hot Days
Where Small Change Works Overtime
EXTRA SPECIAL
$4.98
EXTRA SPECIAL
19c
The Cloak Store
J. V. ANDREWS, Proprietor
EVERYTHING THAT A WOMAN WEARS READY TO WEAR
INTER-STATE PHONE 64
MAIN STREET NEXT TO CITY HALL
PACIFIC PHONE 1221

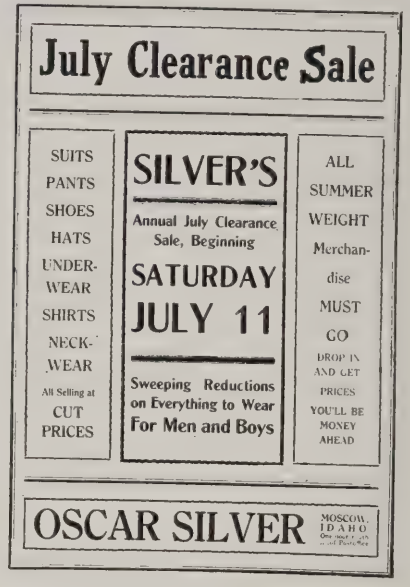
No. 3

to 9). These specimens all go to show that Mr. Hartman has become a first-class ad-man, exactly what I foresaw he would become when I was first privileged


Special
$2.98
Our Anniversary Sale
AUGUST 1st to AUGUST 15th
Special
$1.98
A CARNIVAL OF PRICE CUTTING for 15 DAYS
ONE YEAR AGO, August 1st, 1907, THE CLOAK STORE opened for Business in Moscow. We are more than pleased and satisfied with the liberal patronage accorded us. It will be our constant aim to serve you better and more completely as the days go by No efforts will be spared to make your shopping here pleasant and profitable to you. Now then for FIFTEEN DAYS, in order to properly celebrate the passing of our first year in business, we will offer dependable merchandise at prices lower than you ever dreamed possible. PROFITS WE DON'T WANT, WE WANT TO CELEBRATE and you are cordially invited to join with us!
$1.50 PERCALE WRAPPERS all Sizes and Colors 79c
$6.50 BLACK SILK PETTICOATS One to Each Customer $2.98
$8.50 PANAMA DRESS SKIRTS all colors Plaited or Gored $4.98
Any SPRING JACKET on the House Your Own Choice Half Price
$3.50 WHITE DUCK SKIRTS As long as they last $1.75
BUY ONE and we WILL GIVE you ONE FREE!
TO BE GIVEN AWAY
$8.98
3c
Be Curious, Come and See!
$1.25 WHITE WASH PARASOLS Non Rustable Paragon Frames 48c
$15.00 VOILE DRESS SKIRTS about 12 to all $7.98
$3.00 INDIA LINON SHIRT WAIST SUITS. Waist and Skirt Complete $1.48
Entire Stock of MUSLIN UNDERWEAR Now, Fresh and Clean 25% discount
Regular $1.00 R. & G. CORSETS Deep Hip, Garters Attached 69c
LADIES' DRESS SKIRTS $3.50 Values 98c WHITE LAWN WAISTS, $1.25 Values 25c
Every Item of Sum'er Goods Will be Closed at 50c ON THE DOLLAR
Ladies' Coats and Suits for EARLY FALL —Samples, and they go at the Sample Price 1-3 Off
THE CLOAK STORE
EVERYTHING THAT A WOMAN WEARS, READY-TO-WEAR
J. V. ANDREWS, Proprietor
INTER-STATE PHONE 64
MAIN STREET, NEXT CITY HALL, MOSCOW, IDAHO
PACIFIC PHONE 1221

No. 4

to view his work only a few years ago, while he was yet located in the middle west, or "back east" as they on the coast call the upper Mississippi Valley. He was a pretty good printer at that time, too, but he has improved. The paper, *Star-Mirror,* which he sends is a very creditable weekly, a typical western sheet,



No. 5

brimful of business and aggressive progress. The news features are fine, the editorial work good and the typography excellent. The first reproduction shows a typical front page creation, without displayed ads and made up mechanically after neat and attractive plans. Very nearly all of this brother's advertisements are fine examples of artistic designing and skillful execution, and but one fault is in evidence, namely a some-

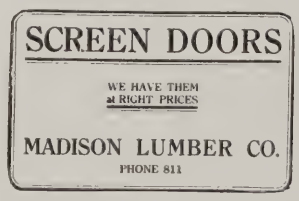
WANTED
100 CORDS of WOOD
Sealed bids will be received for furnishing 100 cords of good tamarack and fir wood delivered at the University of Idaho. Bids are to be opened August 10
ADDRESS ALL BIDS TO
FRANCIS JENKINS, Bursar
UNIVERSITY OF IDAHO

No. 6

MOSCOW STATE BANK
CAPITAL, $50,000.00
TRANSACTS A GENERAL BANKING BUSINESS
Careful and Prompt Attention Given to All Business. All Facilities consistent With Sound Banking Business Cheerfully Extended
Interest Paid on Time Deposits
COLLECTIONS A SPECIALTY
Savings Department in Connection

No. 7

what indiscriminate use of rule. This defect is most conspicuous in the smaller specimens. For instance: In exhibit 7 the underscore below the line, "Capital, $50,000," is superfluous; and in exhibit 9 there is one rule too many. I think, too, that in exhibit 5 the rules



No. 8

The First Nat'l Bank
OF MOSCOW
UNITED STATES DEPOSITARY
ESTABLISHED 1885
Oldest and Largest Bank in Latah County
EVERY ACCOMMODATION EXTENDED CONSISTENT WITH CONSERVATIVE BANKING

No. 9

dividing the head and tail from the body, ought to have extended out to, and joined with, the border, to make their presence consistent. Mr. Hartman's question as to why I left the "Peerless Washington" is rather personal, but I am willing to give it a public

answer: My departure from that state was purely due to a matter of business rather than reasons pertaining to the state itself. I am pleased to see that Brother Hartman is satisfied with the western country, and note that his way still lies upward. I do not want that he shall ever forget this department.

———: o :———

DANVILLE, ARK., July 23, 1908.

O. Byron Copper, DeSoto, Wis.

DEAR SIR:—I am sending you a 21x28 Poster for criticism. This poster was gotten up by myself in one day, in an office with limited material, scarcely border enough, of one kind, to go 'round a poster of this size. You may reproduce same if you care to.

I am a subscriber to the N. P.-J., and could not do without it in my business. Yours very truly,

THE MODEL JOB PRINTERY,
Lloyd Gray, Prop.

Owing partly to the great size of this poster from Brother Gray, and partly because I feel that no real benefit could result from its reproduction here, I am therefore not reproducing it. It is printed on colored stock, too, and I don't know what effect it might have on the eye of the camera. It shows strongly the disadvantages of limited material as explained in the foregoing letter. At best it is not the easiest of undertakings to set a bill of such dimensions, and where the material is scarce, the task becomes stupendous, especially to a printer unpractised in this line. It is a well known fact that there are many printers, who, while probably fine in the execution of high grade commercial work, completely "fall down" when it comes to the building of a poster or a big advertisement. . The gigantic proportions are beyond their ken. Having practiced a study of the creation of smaller and finer work, they are wholly lost when called to work on greater scales. And just the reverse is also true—true in more cases, perhaps, than the first—for a printer who has learned his trade in a poster shop, or who has spent most of his time in the calling setting ads and posters, becomes, if he does not watch himself and keep his knowledge ever refreshed by close study of all phases of the business, practically unfit for work of a finer and more minute scale. I can see by Brother Gray's letter-head that he is not an incapable printer, nevertheless he has not handled this poster in a fully capable manner. Whether this is due entirely to the lack of the proper material it does not become me to say positively, although I am inclined to think that is hardly the case. It would be well for the brother to more studiously inspect this class of work emanating from reliable sources, and, if possible, to lay in a supply of appropriate type, rules and borders, provided he gets enough of this class of work to warrant the latter. This department would be pleased to have further contributions.

———: o :———

ELK POINT, S. D.

DEAR SIR:—Have been reading some of your criticisms on others' ads, and it struck me that I would like to have you do the same with mine.

I am sending you a bunch of ads under separate cover, most of which are clipped. None of these ads were set with the intent of having them on exhibition.

I am "city ad-man" as well as job printer. The outlay here is not very big, so I have to make the best of it. The style of make-up is the proprietor's idea. I do everything in the office, from sweeping to job and press work, alone. We have quite a run of work most of the time.

If you think my ads are worthy of mention, all right; any suggestions you may make will be highly appreciated.

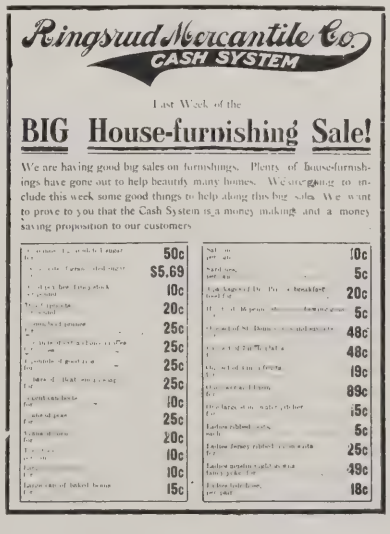
Respectfully, ———.

The reader may be at a loss because there is no signature to the foregoing missive, and I suppose the lack of such information is my fault—I cannot read this brother's signature. It looks like "A. W. Skowbo," but I cannot be sure. I often marvel that so many printers are such horrible failures as scribes. I sometimes

GRAND FOURTH of JULY SALE!
Commencing Friday June 26, and Lasting Until Saturday Night, July 4
Eight days of wonderful and terrific selling—Eclipsing all former records, setting a new pace in modern merchandising, giving an opportunity for each and all to obtain their share of bargains during this extraordinary special Fourth of July sale.
SKIRTS, JACKETS and WASH SKIRTS
JACKETS!
Special, this sale ... $9.50 broadcloth jacket, blue and brown, to be had now at $6.95
Mohair Panama And Voille Dress Skirts
New Waists
Beautiful Skirts
Made from Irish Linen and Linene Cloths. Just the thing for 4th of July and summer wear—note special prices below
$1.39
$1.98
$1.19
$2.25
$2.85
$1.49
FOURTH OF JULY SALE OF Summer Needs
FOURTH OF JULY SALE OF SHOES
FOURTH OF JULY SALE OF CLOTHING
$15.00
BOYS' SUITS
MEN'S NOBBY HATS
$3.00
MEN'S BELTS
39c
Straw Hats
FOR HOT WEATHER
50c
$1.00
25c
THE PRICE MAKERS
UNION COUNTY INVESTMENT CO.
MUSLIN UNDERWEAR
98c $1.25 $1.48 $2.48
Corset Covers
48c 89c 98c $1.25
SPECIAL PRICES DURING THIS SALE IN THE GROCERY LINE
FIRE CRACKERS AND ROMAN CANDLES AND FLAGS! - - - - - - - LOTS OF 'EM!
Celebrate at Elk Point!
We Want Your Butter and Eggs!
A YEAR SINCE OUR FIRE

No. 10

think that some of us have missed our calling, having been intended for the law. My grandpap used to tell me that "A good hand-write was no mark of a gentleman," and, having known several excellent printers in my time whose scrawls with a pen would baffle the King of Chirography himself, I've about concluded



No. 11

that "a good hand-write" is no mark of a good printer either. Haven't yet taken a peep at this contributor's ads; but let us see if the superstition holds good in his

case: Well, only partly, I see. Here (Exhibit 10) is a full-page specimen which is fully worthy of reproduction. It is a trifle overdone with bold rules (a fault, however, to which this brother is not overly prone) but in the main this ad is pretty well laid out, displayed and balanced. There are other creditable specimens in the "bunch," all of which go to show that this compositor has modern ideas and some skill in their execution. I have had No. 11 reproduced for the purpose of illustrating to its author how it might easily have been bettered: Suppose, first, that the nameplate at the top had been cut off from the remainder of the ad by a rule similar to that used as a border, run entirely across the ad, joining the border at either side. Then the main display could have been set in caps of the same type employed, like this:

LAST WEEK OF THE BIG
HOUSE-FURNISHING SALE

to make two full lines of equal length. Beneath this two two-point rules with a two-point lead between could have been inserted, with the introduction just as it is in the reproduction. The price list, then, should have been set in one big panel, with a single rule dividing the two columns, which would have allowed more white space on all sides.

Turning my attention to the paper, The Elk Point *Leader*, I am forced to add that the proprietor's idea of mechanical makeup is all right, especially in respect to the delightfully clean, attractive front page. Other pages might be improved by admitting the system as advocated in a recent number of this department. And in this issue of the *Leader* I find a three column ad for "Alfred Hallam," which is far superior to those reproduced. It is slightly crowded generally, but shows no little skill throughout. I hope to hear again from this brother.

———: o :———

I have a letter from Brother Verne S. Pease, thanking me for the attention given the paper of his friend, Mr. Blackman, of the Hillsdale, Mich., *Democrat*, which reminds me that the operator must have had his "nerve" right with him when he got Brother Pease's pretty name misconstrued in last month's department. Brother Pease, by the way, is now editor of the Boscobel, Wis., *Dial-Enterprise*, and a mighty capable, versatile editor he makes.

———: o :———

DUNDEE, ILL., July 6, 1908.

DEAR BRO. HERBERT:—Enclosed find check to pay for subscription to the NATIONAL PRINTER-JOURNALIST. Also find enclosed front page of the *Hawkeye*, for review in your criticism department. I know it is not ideal, but think it comes nearer it than some of our "esteemed contemporaries." With best wishes, I am, Yours very truly,

F. E. HOLMES.

The reproduction of this front page of the Dundee *Hawkeye*, (Exhibit 12) ought to delight regular readers of this department. The fact that Mr. Holmes declares that this front page is not ideal shows that he is not fully satisfied with it, and the fact that he is not fully satisfied with it shows that his ideals are extremely high. Satisfaction is a dangerous attainment in the newspaper calling dangerous because he who attains satisfaction is not satisfied because his achievements are so high, but because his ideals are so low. It is impossible to fully satisfy the man with high ideals, because with each attainment in like degree his ideals rise to higher eminence. This was the truth which Studebaker saw when he discharged his satisfied foreman, which is the story I related in these columns some months ago. Improvements come only through dissatisfaction — not discouraged, downhearted dissatisfaction, but a pure desire and confident, hopeful longing for better things. This sort

THE DUNDEE HAWKEYE.

VOLUME XIX DUNDEE, ILLINOIS, THURSDAY, JULY 2 1908. NUMBER 18.

FRANK GEORGE A CANDIDATE

DUNDEE GETS THE PICNIC

PICKED UP ON THE STREET

No. 12

of feeling in the present means future progress. But truly, Brother Holmes' ideals are in the clouds, else he could hope for nothing little better than this as a front page. Its modest neatness commends it as something fit to model after.

———: o :———

HARRISBURG, NEB., July 18, 1908.

O. Byron Copper, DeSoto, Wis.

DEAR FRIEND:—I am sending you, under separate cover, a copy of the *Banner County News, and* would like for you to give it a little more than passing notice in the columns of the NATIONAL PRINTER-JOURNALIST. It is only a two-page sheet and is turned out on a Washington Hand Press and you can see from the paper what kind of material I have to work with. I have worked at the trade almost five years, having been on this paper almost a year. I will be glad to see your criticisms and your candid opinion of it in the NATIONAL PRINTER-JOURNALIST. Hoping that you will not score it too hard, I remain, Fraternally yours,

C. M. LEE.

I always feel an abundance of sympathy for these little fellows in the newspaper business—not because, as some may conclude, that their's is necessarily a hard lot, for none in the profession will ever know the fullest and sweetst pleasures of newspaper-making who shuns country journalism—but because I have been with them in their humble work—am with them, thank God, today. There's something so like "the simple life" about country newspaper work, that it cannot fail to appeal to him of the poetic temperament. Don't think it's all sunshine, however—I would not intentionally mislead my city brethern—for there's lots of hard work and hardship in country journalism, too. Of course, you know the simple folk you're writing

to each week, as Brother Speck said, and its all very pleasant if you happen to be in a congenial crowd; but since no country editor can hope to have more than part of his paper please more than part of the people more than part of the time, it is easily seen that the country editor's lot is not always a sylvan dream of bliss. Since Brother Lee's Banner County *News* has but the two home-printed pages, I cannot becomingly be too severe with those ads on the front page, but of course, it is not possible to attain anything near front-page perfection under such conditions. The ads are crude in style of composition and the faces employed are antiquated, due doubtless to the editor's limited experience in this business. I doubt if I could have run a newspaper as well, when I had had but five years' experience in the trade. One point on which this brother is deserving of congratulation is his press-work, which is even better than that many of us are securing on more costly printing machines. The advertising patronage accorded this little sheet is encouraging, and the contents are creditable for so small a paper. Especially comendable is the abundance of news-letters from nearby localities, and the local field is covered pretty thoroughly, I judge, even though briefly. But I would omit the dashes between these local items. They take up space you haven't to spare. Come again. Don't be afraid of a score. A roast might do you more good than a lot of praise.

———:o:———

Well, I swan. Here's another copy of the Hinsdale, Illinois, *Doings*. I had almost forgot that there was anything "doing" at all at all at Hinsdale. This copy of the *Doings*, however, reminds me that Editor Merrill and his efficient force are "still doing business at the old stand," to use a hackneyed phrase, and still

SHOE TALK
Nothing so cool as Tan unless it's Canvas. We have bargains in both. A Tan Button and Buckle Oxford at special price of $2.50.
White Canvas for women, $1.00 to $1.50
FLECK'S SHOE STORE
5 Washington Street - - - - Hinsdale, Illinois

No. 13

doing it in the same generally pleasing way. (Exhibit 13) is a clean, strong ad-specimen from this little paper—but there's something not exactly right about it. There's a superfluity of rule in this ad. I believe I should have set the first line full measure, letter-spacing the words, and I know I should have removed the double-line dash above and likewise the "cut-off" below. These Plymouth, Post and Blanchard O. S. faces are types that can be letter-spaced outrageously wide without injury. And what we want to strive after these days is simplicity in the composiion of the ads.

———:o:———

By George!—you'll have to excuse me; I sometimes do that when I'm excited. Here's a copy of the Walhalla, North Dakota, *Mountaineer*, with a clean front page, and apparently improved in several other ways. If I mistake not this sheet was but recently demoralized with great displayed ads on its poor face. Now everything looks better, inside and out, with neat and modest heads, and everything made up with pains and good taste. It does a fellow good to witness such rapid progress toward better ideals. Let the good work go on!

———:o:———

Speaking of simplicity in advertisement composition, the ad-compositor of the Williston, N. D., *World*, certainly has an eminent appreciation of this fine quality: The fact is the *World* force has an exemplary appreciation of many of the desirable things in modern newspaper-making, and least among these is not this simplicity of ad-composition, as demonstrated by the accompanying exhibits, Nos. 14 and 15.

No. 14

No. 15

———:o:———

Recent copies of the Lawrenceburg, Indiana, *Press*, apprise me that that admirable sheet has gotten back to its fine normal status—the exceptional fan having disappeared from its head-line. There's a new feature now, however, which is not only worthy of mention, but of commendation as well: The *Press* has turned to home-town-boosting, than which there is no nobler art. Over each page in the place of a title is to be found some witticism. The first is this: "The Promised Land is in Dearborn County, If You Look for It." On the next page this fine compliment appears: "Some of the Best People of Earth Live in Lawrenceburg." And on the last page we find this: "The Kingdom of Heaven will Come to Lawrenceburg Whenever Lawrenceburg is Ready for It." This last sounds like the *Press* might be a Christian Scientist, and I am just enough of that all right myself to fully appreciate the truth of the slogan. (Exhibit 16.)

No. 16

———:o:———

Last, and in this case, least in size, any way, comes another copy of Brother Fred F. Flatt's, Letts, Iowa, *Record*, which, aside from the print, which seems to be a trifle out of whack, is fully up to standard.

REVIEW OF JOB PRINTING

BY E. S. HANSON,

Address all communications for this department to 925 Linden Ave., Wilmette, Ill.

OUR MONTHLY PRIZE CONTEST

The NATIONAL PRINTER-JOURNALIST gives each month three prizes for the best three collections of specimens of printing submitted to this department. The prizes are as follows:

Nickel-plated composing stick, 6-inch, latest make.
Set of 12 composing rules, in leather case.
Pair of best tweezers.

Specimens submitted for these prizes must have that fact so stated and must be the work of the man submitting them—not simply a collection of specimens by different compositors in an office.

Every printer is cordially invited to compete for these prizes.

PRINTERS should endeavor to lead the public up to the point where it is willing to pay the price which good work is worth. Many a country shop will do an intricate color job in a dull season, "just to experiment," getting from the customer little more than he would have to pay for a plain job in one color. That is all wrong. A man may go to an art dealer and get a truly great printing, or he may get an equal amount of canvas, paint and gilt molding from a street vender. But the art dealer does not sell at the street vender's price. Ruskin says:

All works of taste must bear a price in proportion to the skill, taste, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest: they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense. A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.

But one of the best educative methods is to produce such attractive work that the public will insist on having it and will be willing to pay for it.

* * *

C. C. Metcalf writes from Escanaba, Mich., in sending in a bunch of specimens, that business has been "simply fierce," this summer. All printers have not been similarly blessed. The so-called hard times have affected our trade to some extent, making business unusually dull. You're fortunate, Friend Metcalf. And with all your rush you haven't slighted your work, as the specimens sent fully demonstrate.

* * *

Leon Westmoreland, editor of *The Greenwood Democrat*, Greenwood, Ark., sends a bunch of specimens done in that office by R. F. Gaines. They come up about to the average of the work turned out by shops of that size. The thing about them which longest holds the attention is a blotter advertising the *Democrat*, which reads as follows:

COMPLIMENTS OF
THE GREENWOOD DEMOCRAT.

The paper that makes mistakes is not perfect, and regrets its errors. It is not published in Heaven, this side of which all is imperfect. Blot out your transgressions and love your home newspaper as yourself. Tell others its virtues, the editor its faults.

FINE PRINTING THAT IS AS GOOD AS THE BEST.

This decidedly frank, honest, and at the same time catchy phrasing of the matter is likely to hold the attention and fix itself in the memory.

* * *

G. B. Leonard, Britton, S. D.—Your blotter does not have sufficient body to run in the light green alone. The two-color combination is much better.

* * *

The Matthews-Northrup people at Buffalo can write as well as print. And when they get to writing about printing—well, here is what they can do:

A traveler in Africa relates that he came across a chief who had a few printed pages carefully preserved, and whenever sick would tear off a small piece and eat it. And it was not a very good piece of printing either.

It is not everyone who takes printing so seriously as this. Yet to take it seriously is the only way to have good printing. Nothing is more widely distributed than printing, nothing more common; and yet good printing is all too scarce. Anyone can nail two boards together or put one stone on top of another, but that does not affect the supply of good architecture.

Good printing wants careful planning, because after it is started there is little chance to remedy defects. It requires intelligent designing; the irrelevant, the distracting omitted; the pertinent incorporated. It is a law of the human mind that a copy does not impress itself after the original has been seen. That is why it is wasteful to put out any printing that is not original.

The law of mechanics, that what is lost in power is gained in motion, applies exactly to printing. Rushing the work and hoping it will look all right when dry is a good way to get a disappointing piece of work. The only way is to keep it right as it goes along. This may take time, but that is the price of good printing.

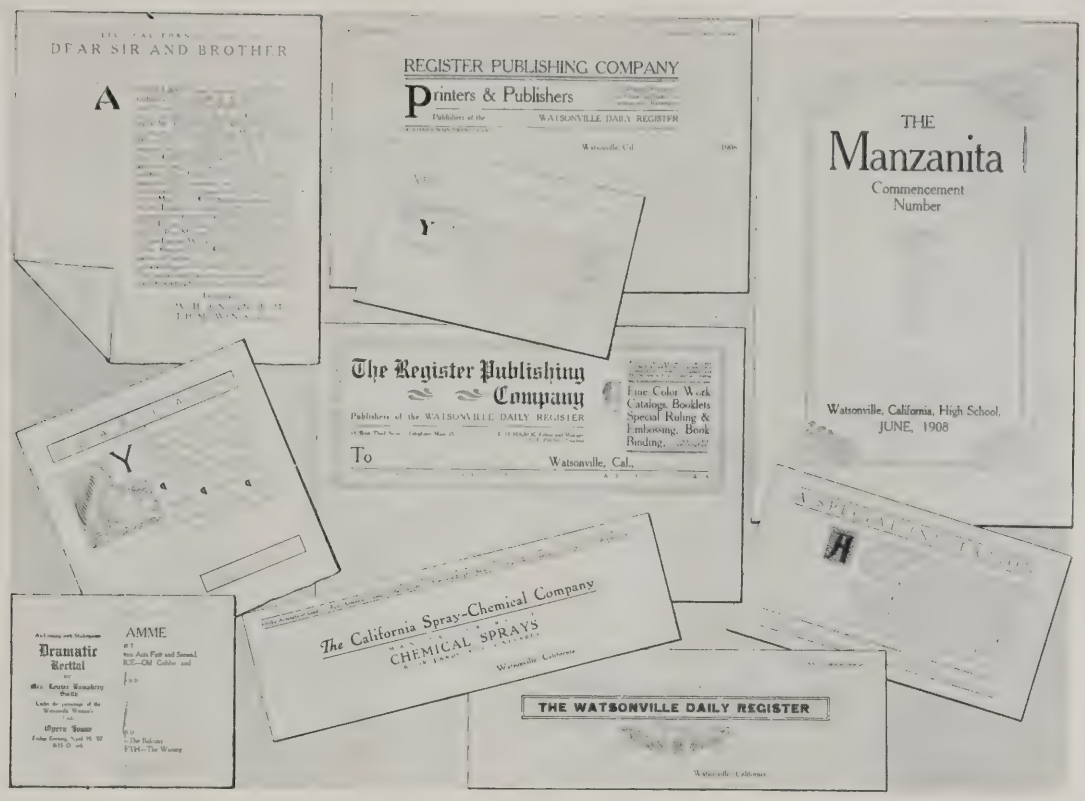
Good architects prefer to furnish the buildings they put up so as not to have someone else queer their carefully-thought-out plans. In the same way, it is far better to have a job done complete by one plant than to farm it out and patch it together.

We do printing in the light of the best modern criticism of the art, with the most skillful employes, best machinery, and appliances so far developed. Our color work by our Prisma-print process is somewhat of an advance over anything so far done in this country. We have all the departments that contribute to the making of a book—Writing, Designing, Engraving, Printing, and Binding—all under one roof and one management. In our retail department we handle anything as small as a visiting card; in our wholesale department we handle editions that run into the millions. Two things we are rather proud of—the quality and diversity of our work.

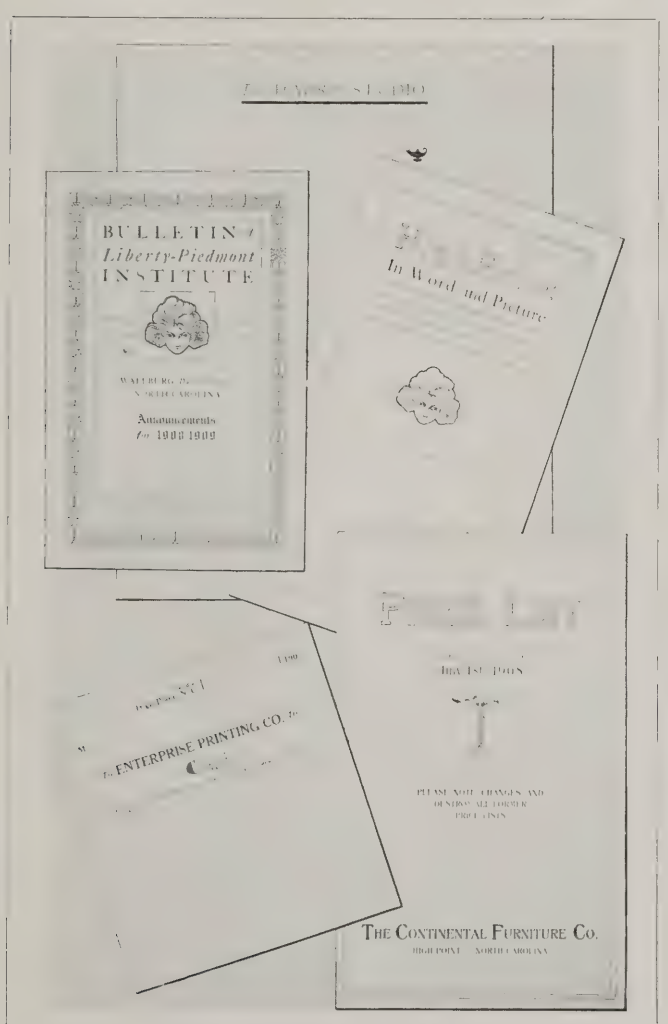
This little bit of genuine philosophy is done on a dark brown folded circular, which is well calculated to be a fautless example of the best printing.

* * *

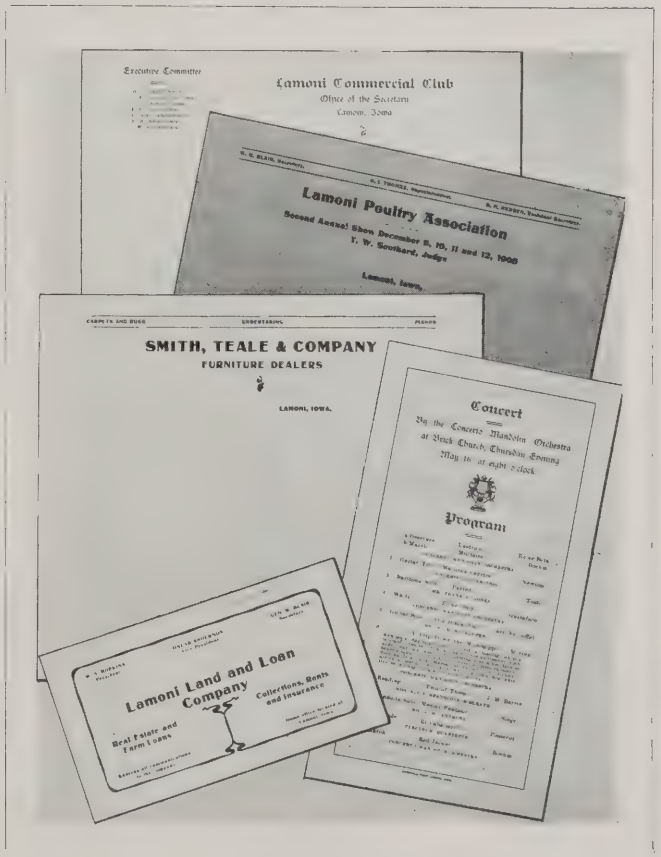
Sam P. Harben, Richardson, Texas, sends some specimens turned out by the *Echo* department. On your letterhead for the Citizens State Bank there is entirely too much letter spacing in the main line. Many printers say that text should not be letter-spaced in the least, and certainly it will not stand as much as you have given it. Occasionally I think a size as large as 24-point can be spaced a half point or a point to good advantage. Be careful, also, of your proofreading on the text.



By Thomas E. Abbott, Watsonville, Cal.



By R. F. Harris, High Point, N. C.



By H. E. Gelatt, Lamoni, Iowa

H. A. Brainerd, Hebron, Neb., is the first man in the field with a sample of campaign printing. This class of work has never seemed to demand a very high degree of art, and it is to be hoped that Mr. Brainerd's very creditable specimen is the forerunner of a higher standard in this field.

* * *

The only criticism I can offer on a bunch of work from Gilbert Oliver, Williamsport, Pa., is that the name of the town from which the envelope comes is

Williamsport Typographical Union No. 141
Our Furniture Catalogs Talk
Grit Publishing Company
Williamsport, Pennsylvania
There is nothing breaks so many friendships as a difference of opinion as to what constitutes wit

printed on the envelope only in the trademark, in letters of a size which a busy mail clerk would scarcely take the trouble to find. I presume the explanation is that this envelope is used ordinarily only to send out proof over the town, where I am sure this company must be so well known that only their name is sufficient.

* * *

The Practical Printer, the little house organ published by the Inland Type Foundry at St. Louis, is as practical as its name implies. An article in its July issue has especially caught my attention because of having had experience myself along the line suggested. It is anent "The church monthly," and I give it almost in full, in the hope that someone will find it a profitable "lead":

For the small printer who desires to have a medium-sized job of printing guaranteed for each month to "fill in," the parish monthly church paper is a boon.

All churches are not fortunate enough to possess a church paper devoted to their exclusive parish news, thus it is a very easy matter for the printer to secure the consent of those in charge of a church which does not have a paper, to publish a monthly bulletin free of cost for the said church. The paper to contain about four pages of reading matter devoted to parish events, four pages of small advertisements, and the cover, which generally contains three pages of advertising, and on the front, the tittle, and a cut of the edifice.

This advertising can be readly and easily procured by the printer's solicitor (or himself if time warrants) with the aid of the rector, from the business men connected with the average congregation. The advertisements are given under yearly contract, so that once they are in type they can be kept standing for at least a year. This advertising can be made to cover the cost of the publication with a profit of at least 50 per cent.

After the first issue, it is an easy matter to print the publication from month to month, even for a small plant, because most of the matter like Parish Regulations, Societies, Advertising, etc., can be kept standing, and seldom changes. New matter each month for an ordinary paper averages only about two pages of plain type. The cover pages can be printed up ahead, by simply changing the date and the volume number of each month. The balance of the work makes an excellent "filler in" where a plant needs something steady guaranteed for each month.

The church paper brings other advantages—if executed neatly, regular orders of job printing are secured from the business men advertising in the paper.

The pages of the church papers are of various sizes—6 x 9 and 8 x 12 inches seem to be the most popular. The 6 x 9 can be run two pages at a time on a quarto press; the 8 x 12, two pages at a time on a half press.

* * *

Ben F. Shepherd, foreman *Hall County Herald,* Memphis, Tenn.—You have made the mistake which I have commented upon in criticising another contribution in this issue, of letter-spacing your text type too much. Your physician's letterheads are extremely neat and attractive. I certainly hope you will fulfill your promise to send this department more of your work.

* * *

A catalogue sent in by Malcolm N. Holm, Villisca, Iowa, calls up the question of how a book illustration which runs lengthwise of the page should be placed. The old style was to place all such with their lower edge to the center margin, irrespective of whether they happened to be on right or left-hand pages. Later custom has sanctioned the placing of such cuts on right hand pages with the lower edge to the outer margin, on the theory that this is more in accord with an orderly progress through the book from left to right. This is also much more convenient where two illustrations of this kind come on opposite pages, one thus coming under the other and one turning of the book sufficing to read both captions. But under no circumstances should they run any way except toward the center on a left-hand page. Mr. Holm should bear this in mind in getting out future editions of the Poland China catalogue. Other work which came in the same package is very satisfactory.

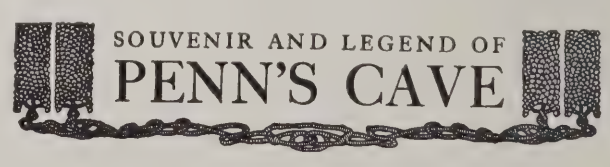
* * *

The monthly contest has brought in several lots of good specimens, and the September prizes are awarded as follows:

First—Thomas E. Abbott, Watsonville, Cal.
Second—R. F. Harris, High Point, N. C.
Third—H. E. Gelatt, Lamoni, Iowa.

Abbott is always doing prize-winning work. No sooner does he drop down on an office in a California town than it jumps ahead several laps in typographic excellence. He caters to the people who want to be up-to-date—in fact, who *insist* on being up-to-date. But he is so up-to-date himself that it's an easy job. Here's good luck to him.

Harris—well, we all know Harris. So do the people down in his bailiwick, I imagine. If they don't, they should. He is getting right down to "brass tacks"



on covers, letterheads, and other classes of work.

Gelatt is a new contributor, but I hope his success this time will induce him to try again. He appears to be in the habit of getting out a good class of work right along. His bunch contains no particularly showy specimens, but most of them are of a very acceptable order.

Orchard House, Concord, Mass
Battle Ground, Concord, Mass.
The Minute Man, Concord, Mass
Emerson House, Concord, Mass
Sailors' Monument, Lexington, Mass.
Captain Parker Monument, Lexington, Mass.
"The Wayside", Hawthorne's Residence, Concord, Mass.
The Wright Tavern, Concord, Mass

Historical Places Visited by the Attendants upon the 22d Annual United Typothetae Convention, at Boston, Friday, September 11th, 1908—See Page 681

"ADVERTISING RATE CARDS FOR NEWSPAPERS."

"UNDER the above caption, Mr. O. F. Byxbee has a very practical article in the current issue of the *Inland Printer* for Oct. on this subject that has been discussed in these pages and at meetings of publishers for twenty years past and yet has lost none of its interest or importance. In view of all the articles and papers that have been presented and all the discussions, that have been earnestly carried on, it seems strange that there should be so much of carelessness and uncertainty as is pointed out by the writer for the *Inland Printer,* who now promises to "explain just how a rate card should be compiled in order to be consistent from beginning to end."

We have contended that the "Rate Card" should depend, in no small part, on the cost of the production of the periodical to the publisher. The fact is that the available advertising space to be sold, in a paper in a small city with the best possible circulation obtainable, costs more in proportion to circulation than does the like space in a Metropolitan paper with its sales running up into the hundreds of thousands, and the space is worth more to the business man whose business is confined exclusively to the field covered by the paper.

To make the statement plainer or clearer; the daily paper, say, with two thousand readers or subscribers, cannot furnish advertising space at the same rate per thousand of circulation as the paper with fifty thousand circulation. If a paper is needed at all, the advertisers therein should, and if the paper is to live, must pay a rate sufficient to cover the cost of production. For illustration, if it costs, and we take these figures arbitrarily for convenience of illustration, forty-eigth dollars a day, to produce a daily with two thousand circulation and there are only 480 inches available for advertising purposes, the publisher must get, at least, ten cents an inch, each issue, for his advertising or else lose money on the space he has to offer. It is up to the advertising patron to decide whether or not the space is worth that much to him. A newspaper is a purely business proposition so far as advertising is concerned. If the publisher cannot make the advertising worth its cost to his customers, wisdom will lead him to abandon the business. We however, do not wish to discuss this matter at further length here, but republish, for the benefit of our newspaper readers, the *Inland Printer* article as follows, and await, with interest, the further development and consideration of this vital question along the lines indicated:

THE USUAL ORIGIN OF A RATE CARD.

If a newspaper publisher is asked where he secured his rate card he will tell you that it is the same card the proprietor before him used, or it was gotten up in a hurry after consulting that of a competitor.

When a man is in the act of starting a paper his mind is usually too full of other matters, seemingly more important, to get down to studying the details of advertising rates, and the rate card is left until it is needed. When the time comes for soliciting advertising, duties have multiplied and a card which some other publisher is using is either taken verbatim, or changed at some few points where the new man thinks he can improve it, or where he believes he can afford to quote a lower rate.

THE ONLY EQUITABLE BASIS.

There is really but one basis upon which an equitable card can be drafted, and that is the basis of the number of inches in each contract. Just as soon as a publisher attempts to deviate from that basis he is in trouble, and every attempt to overcome a difficulty leads to new and greater difficulties.

There are a number of theories to the point that the advertiser who does not change copy frequently, or the one who furnishes a plate, or the one who uses a fairly generous space every issue instead of a full page occasionally, is entitled to a lower rate, but these theories are not practical, as can be easily demonstrated.

Suppose we settle these questions in our own minds first and we will then be better prepared to build for ourselves on the one solid foundation (an equal charge for an equal number of inches), and after we have once started on this foundation we will be surprised at how easy it is— the only unsolved problem then being *the amount to be charged per inch.*

It is very short-sighted for a publisher to adopt a policy that offers encouragement to an advertiser not to change his copy frequently. Suppose all a man wants is an inch card and in consideration of a special rate offers to let it stand without changing from one year's end to the next. It looks like "easy money," to use the talk of the street, but are you getting all you could out of that customer? And, are you working for *his* best interest? If he is encouraged to change his advertising, and after doing so finds that it really pays to advertise, isn't it quite possible that within the year he may be using ten inches an issue instead of a paltry one inch?

But suppose again it is an advertiser who really does not need more than a card—if such a thing is possible. You can't run that advertisement a year without changing—at least you ought not to if you take any pride in the appearance of your paper. The type becomes worn and the advertisement must be reset several times during the year. And unless it is reset very frequently, when it is reset, the type is found to be so badly worn that it is unfit to be returned to the case, and not only the particular type in that advertisement is destroyed, but often an entire font is ruined, the cost of which must be charged against the "standing" advertisement.

Occasionally there is a publisher who, in order to quote lower rates, adds a certain charge per inch for changing advertising, or he makes contracts on a weekly paper calling for one change a month, or on a daily with changes once or twice a week. This is certainly a penny-wise-pound-foolish policy and the objections to it are strongly emphasized in the following extract from a recent issue of *Newspaperdom:*

I am of the opinion that the majority of newspaper publishers—particularly those operating small plants—are somewhat adverse to the changing of copy and prefer the "standing" kind. A change of ad means extra labor setting it, and that, of course, means expense. The thoughtless publisher therefore encourages the standing ad and discourages any desire to change copy.

This is not in the line of progress, for the tendency of the times is to change the ad frequently. It has been proved that the oftener the wording is altered the more profitable the ad proves. If that be true—and it unquestionably is—then the greater profit to the advertiser will mean the greater benefit to the newspaper eventually.

Profitable advertising begets a desire to increase space—and it often smooths and makes easy the way to a raise in rates that would otherwise be almost impossible. From the standpoint of pure selfishness, therefore, the publisher should endeavor strenuously to make the ad pay the advertiser, and one of the best ways to do this is to encourage changes. Familiarity breeds contempt. By looking at the same old business card day after day, week in and week out, one gets wearied and disgusted. The eye and the mind crave novelty and change. And as advertising has been correctly defined as "store news," stale advertisements are about as attractive and interesting as ancient news would be.

The publisher should not be satisfied to let his advertisers get in a rut and stay there. He should counsel with them—point out to them the necessity for changing the ad often. The advertisers will thank him for it afterward. They will find such advice sound, and they will appreciate his judgment and evident interest in their success. And sooner or later they will repay it in tangible form, by increasing their space, and thus afford the publisher a better revenue.

The advertiser who insists that he really doesn't care to change his advertisement but once a week (or once a month if it is a weekly) may claim that it is not equitable to charge him the same rate as the man who changes his advertisement every issue, but the publisher should convince him that he should change his advertising oftener—that he has the privilege of changing every issue and should take advantage of it.

It is just as equitable to average the cost of composition and charge every man in equal proportion whether he changes or not, as it is to charge two men equal for a page advertisement when one fills the space with solid nonpareil and the other believes in white space and a few big lines. In either case it is the advertiser's option.

THE ELECTROTYPED ADVERTISEMENT.

Then there is the advertisement (usually received through an agency) which is electrotyped. The agency, in endeavoring to secure lower rates, points out how there will be no composition, that the publisher not only saves the composition on the advertisement but also on the reading matter which he would be obliged to place in the space if it was not occupied by the plate.

Much has been written on this particular subject, and it seems hardly necessary to go over the ground again. Nearly all such advertisements come in series, and the time it requires to look after the entire set, getting the proper advertisement in each issue and in contracted position, fully offsets the saving on composition. And when to that is added the advertisements upon which payment is refused on account of the wrong cut being inserted, or because it is not in the exact contracted location, it will be found that if there is to be any deviation in charge it should be to a higher price.

Frequently, too, these advertisements are of various sizes, not only varying in length but in width, necessitating a change in the make-up each insertion.

SMALL ADS. ON LONG CONTRACTS VS. LARGE ADS. ON SHORT CONTRACTS.

The custom which is the hardest to overcome in fixing rates for advertising is that which accords a lower rate to the man who takes a small advertisement every issue for a year than to the one who uses an equal number of inches but uses them up in a few insertions.

Here the question of composition again enters, as the smaller advertisement may be changed but a few times, while the larger advertisement is usually reset every issue, but this argument has already been disposed of in a previous paragraph. The advertiser should change his copy, and if he does not he should recieve condemnation for not making the best use of his investment, rather than be favored financially.

However, the only really serious argument in favor of different rates in these cases is that if an equal rate is made the paper will be crowded at busy seasons and may barely pay expenses during dull times. If this is true then rates must be increased, because business men must have their advertising when they want it, and it is the business of the publisher to give them what they want. This is being widely recognized by publishers, as is evidenced by the growing popularity of open-space rates. In the larger cities particularly scarcely a daily paper, if it is still operating under a graded card, but what has added to its rate-card quotations on open-space business. For a time these rates were a little higher in proportion to the graded card, but this difference is being gradually eliminated.

OPEN-SPACE RATES GROWING IN POPULARITY.

Possibly all publishers are not familiar with "open-space" rates, at least not by this term, and it might be explained that an open-space contract is one for a certain number of inches, to be used within one year, at a certain price per inch. It is what might be termed a graded flat rate per inch, as there are usually five or six different prices, based on the number of inches the advertiser agrees to use. The advertiser is at liberty to use the space in such quantities and at such times as he desires.

Publishers are rapidly realizing that it is necessary to make advertising contracts in such a way as to best serve the advertiser's wishes. This is done without sacrificing prestige, or dignity, or revenue; in fact, in conforming to the wishes of the advertiser a higher price is frequently possible. There was a time when even the New York *Herald* would not cut a column-rule, no matter what the advertiser was willing to pay, but that time is past.

A CHANGE TO FLAT RATE TOO RADICAL.

The absolutely flat rate for advertising, however, does not seem to be growing in popularity, as the larger advertiser demands, and with considerable justness, too, that in buying space in large quantities he is entitled to some consideration. The change from a graded rate card to a flat rate was too radical, but the open-space rate is growing in popularity.

Many publishers have eliminated the graded card entirely, but the wiser way appears to be to have both. There are hundreds of advertisers in every city who prefer a fixed space during the year, and they want to know the rate without figuring how many inches they will use, and then multiplying the number of inches by the price per inch. The graded card gives this information. But both the open-space rate and graded card should conform.

AN INSURMOUNTABLE DIFFICULTY.

There is one difficulty in attempting to grade a rate card so as to give the small continuous advertiser the advantage over the large and spasmodic advertiser which never will be overcome. Suppose an advertiser during the holidays wants to use a ten-inch tripple-column advertisement ten times, a total of 300 inches. He is told that it will cost him $45. He looks over the rate card and finds that his competitor, who uses a six-inch advertisement every issue, a total of 312 inches, is paying only $25. He says, "Why, I am using more space than this other man and yet I must pay nearly twice as much money." He may pay the price, but he has a poor opinion of the publisher and only advertises when he feels absolutely obliged to.

The figures just quoted are only two from a rate card that usually contains about eighty different quotations.

Has any one ever successfully compiled a rate card giving a gradually increased rate as to both the number of inches and the number of insertions increase? It is a mechanical impossibility. If you don't believe it, try it. Fill in the figures in the first column first, increasing the price as the number of inches increases from one to twenty. Then fill in the line across the top as the number of insertions increases from one time to one year. Then try to fill in the balance of the card, grading both ways on both principles at the same time. There is absolutely no basis of percentage advances that will hold good to the end, and even if there was, innumerable difficulties, only one of which is cited above, would arise all through it.

In this first chapter we have thus disposed of the arguments in favor of a sliding scale based on any other principle than that of the number of inches in each contract. In the next installment we will show just how to build a card on this principle so that it will be absolutely equitable in every particular.

COST OF WORK

It used to be said that "goods well bought are half sold." It is very certain that cost and adaptability to the demand, or the uses for which designed, are very important elements in distribution or salesmanship. They are not less important to printers and newspaper-makers than to others. The printer must know the cost and right cost, the lowest cost consistent with high quality of work, that is adapted to the purposes for which designed, in order to secure and hold customers, with a fair profit on the work for himself. The newspaper man must know the cost of his publication in order to fix his advertising rates allowing a fair margin of profit. The most difficult thing in the printing business is to fix upon the real cost of commercial work, estimates for which are required in advance. There are hardly two pieces of job printing exactly alike and to make correct estimates requires a very accurate knowledge as to type composition, proofreading, make-up, presswork, inks, stock, etc., and also of the general expenses of conducting the office, including rent, interest on investment, wear and tear of machinery and type, waste, supervision, soliciting of work, per cent for losses, cost of bookkeeping, etc.

The United Typothetæ has undertaken the work of "education in the cost of printing" and aiding in the ascertaining and fixing intelligent guides or rules for the same. It is a work that cannot be too highly commended nor too patiently persisted in and conscientiously carried out. An exact knowledge of cost by the printer is essential to success and is only slightly less important to the customer who must be guided in his orders by what the outlay is to be to himself.

EDITORIAL NOTES AND POINTS

"SCIENCE of Modern Business Building," was the subject of an address given by J. D. Kellogg of the Sheldon School, Chicago, before the members of the United Typothetæ of America, in Boston, Wednesday evening, Sept. 9th. The lecturer said that the science of production had been given much more attention and is much farther advanced in this country than is that of scientific salesmanship. The thought is worthy of consideration by all manufacturers and dealers. To produce articles that are useful, that aid men in greater, better and more profitable production, or that will promote health, wealth, prosperity, comfort, intelligent enjoyment or wellbeing in any way, is certainly worthy of highest commendation, but unless those to be benefited are shown the value or the uses, convinced thereof and persuaded to buy and use the articles, then they may as well never have been produced.

The intelligent salesman of things useful becomes, in a large way, a benefactor to both the makers and the buyers. The speaker showed that the very highest intelligence, broadest knowledge, most thorough training and closest observation and understanding, backed by honesty and quick human sympathy and discernment, were essentials to success in modern salesmanship. He briefly outlined how the highest requisites were to be reached, but it is the thought of the preeminent importance and usefulness of scientific salesmanship that needs to be impressed upon the minds of all who have to do with creating or supplying all articles necessary or beneficial. In salesmanship, advertising, that informs and prepares the way, or to use an agricultural illustration, that turns the soil and sows the seed, comes first, and particularly interests all printers and newspaper-makers. It is wonderful how all knowledge, sciences and art are today being marshaled into the service of all the callings of life.

Farming, a half century or so ago, was considered only as a matter of manual labor; it is now becoming one of the learned callings, to which the broadest knowledge of the sciences of the soils, applied botany, elimatology, chemistry, animal physiology and hygiene, and so on, are essential. A few years ago printing was considered only a trade, but it is rapidly developing into a science and an art. Newspaper making has grown into a profession to be taught in schools of journalism in our best universities, covering a score of differing branches of knowledge that effect human life, society, government, sanitation, commerce and industrial promotion. Now advertising and salesmanship have come to take rank among the sciences.

* * *

One of the pleasing things conected with the recent meeting of the United Typothetæ at Boston, was the showing that both the employing and journeymen printers, through their respective organizations, are enthusiastically working for the development of the art of printing by means of technical schools devoted to the seeking out and training young men who are desirous of acquiring proficiency. Efficiency, which calls for knowledge, skill, adaptability, loyalty in and love for the work, never yet went begging for employment, nor, in this country of free competition, equal opportunity and the square deal, ever had to enter into combination to secure the highest wages that the printing business could afford. There were representatives at the U. T. A. Convention of the North End Union School of Typography of Boston; the Winona Technical Institute of Indianapolis and of the School of Typography at Kansas City, and each had an interested hearing and each school was shown to have made encouraging progress, while Mr. W. B. Prescott gave an informing address as to the Correspondence School of Typography conducted under the International Typographical Commission on Supplemental Trade Education. He explained how the instruction was based on scientific principles as to drawing, shading, perspective, balance, proportion, etc., and was commenced by a course in drawing of letters or "lettering." So the cause of technical education advances.

* * *

The members of the United Typothetæ of America, who employ over one quarter of the printers of America, own one-third, in value, of the printing plants, operate fifty-three per cent of the typesetting and casting machines and employ over fifty per cent of the operators thereon, are firm adherents to the "Open Shop" with freedom of work and employment, and liberty in making sales and purchases, and stand against the "Union Label" as a badge of attempted tyranny on the part of combined unionism on the one hand and of the slavery of employers on the other. The demand for its use by politicians, and officeseekers, from members of legislatures to the U. S. Senators, from Mayors to Presidents, is an open attempt at the bribery of voters or a cowardly evidence of cringing and ignorant subserviency. When the Union Label becomes a symbol of efficiency, excellence, fairness and loyalty it may be voluntarily used as a badge of honor and a glory, but so long as it is a symbol of compulsion; of the tyranny of numbers, which is more inexcusable, vicious, irksome and damnable than the tyranny of the individual, its use is a badge of dishonor. Just the other day we received a letter from "Ernest Tomowske, writer and designer of Newspaper Advertising, East 302, 18th Avenue, Spokane," (we charge nothing for this ad), saying, "The NATIONAL PRINTER-JOURNALIST is a good paper, and I have always enjoyed reading it, but I have no more use for a paper that does not bear the union label."

This, in free America, where men died to establish liberty, freedom of opinion, of contract, speech and action. Comment is hardly necessary. We have no

prejudice against any organization that exists for the betterment of the conditions, the increase of the earnings, or the advancement of the intelligence, skill, health or morals of its members, but we are opposed to any principle or agency that tends to subvert liberty and bring people back to the conditions existing during the Dark Ages of ignorance, oppression and blood; that says wear our collar or starve. The church was conceived and established in peace and good will for service and saving, the upbuilding and glorifying of men, but during the Dark Ages it became, through the Inquisition, the agent of oppression, the tool of tyrants, the enslaver of the people, the terror, torturer and murderer of the innocent, because they would not be subservient or because false witnesses and informers, for private ends, profit or power, gave evidence that they were not subservient to the church, its forms and requirements, or because they did not openly, even though falsely, make public profession of faith, and do omage to the hierarchy, just as politicians today are compelled to play the hypocrite and use the Union Label in order to get votes. We have before us a little pamphlet that was handed to us at the recent meeting of the United Typothetæ. It is entitled, "The Closed or Open Shop, Which?" It is a "preachment" reprinted from the pages of the Philistine of East Aurora, N. Y., by Elbert Hubbard, who, whatever else may be said of him, tells some honest, homely truth in a very convincing manner. We quote the following from this pamphlet for the benefit of all benighted, ignorant, superstitious, worshipers of a spurious unionism, that pretending to seek the establishment of rights, seeks, the rather, the enslavement of others:

Labor Unions well illustrate the Law of Diminishing Returns.

Labor Unions have increased wage,s shortened hours, introduced Government Factory Inspection, have partially done away with child labor, and done other useful, excellent and beautiful things.

But when Labor Unions go beyond the pivotal point and attempt to dictate the amount of the output—forbidding any man to earn more than so much; decide on the proportion of apprentices to workmen—that is, who shall advance and who not; declare what work shall be done in schools, in prisons and what not; tear out work that has been done by non-union men and require that it shall be done over by union men; insist that you must join a union, or else be deprived of the right to work; then the Union has passed the pivotal point, and has ceased to give an equitable return.

When your children do not go to school for fear of the cry of "scab;" when your wife dare not hang out the washing in the back yard for fear of the cry of "scab;" when you hesitate to go to work knowing you may be carried home on a shutter; when brickbats take the place of reason, and the walking delegate says:

"Carry a Union card or take out an accident policy," then things have gone so far that in self-protection the Union must be temporarily laid low with a link-pin.

The people of America cannot afford to let any combination of men become an engine for the destruction of liberty, be it labor union, Molly Maguires, Ku Klux, or church.

There are a million and a half men in America paying dues in Labor Unions.

There are eight thousand paid walking delegates or business agents, who look to the laborers for support.

A million dollars a year is paid to organizers, the money being paid by the laborers.

Here we get an institution that supports a large number of men who do not work; who can call a strike or declare it off; who can prey on both employe or employer at will.

It is like a religious institution grown great, that lives and thrives on the fear of its constituents.

Local unions meet weekly or daily. The men are called together in the "chapel" to receive orders. Conference and consultation are out of the question—unions are run by the men who get paid for running them. And the talking men in any union are, almost without exception, men who hope to rise, by loyalty to the union and not by helping along their employer. Did you ever hear of a union where the men were called together to discuss methods and means to better the business that supplied them work?

Not exactly!

Members of a union hope to rise by helping along the union. They want more pay, shorter hours, and give their time to stating grievances that grow by telling. They wish to become walking delegates, organizers or officers in the union. Men who are loyal to the firm, who have ambitions about furthering the business; who expect to become superintendents, foremen, partners and officers in the company, keep out of unions, because they are not wanted there. John Mitchell was right, "Once a laborer always a laborer," if you are a union man and work in a closed shop. The closed shop writes the life sentence of every man in it, and shuts the man off from the assistance and friendship of the employer.

Labor union organizers constantly fan the fallacy that employers are the enemies of the men to whom they supply work; that capital is at war with labor, and that success lies in secretly combining against capital.

The organizers and helpers are really paid attorneys, and their business is to distort the truth for their own interests. They are preachers upholding their denomination.

Labor union meetings are all ex parte—only one side is represented. The employer, his superintendents and foremen are carefully excluded.

With the open shop the labor union is a good thing—it brings men together, and that which cements friendships and makes for brotherhood is well.

But the closed shop creates a sharp line of demarcation between labor and capital, and between union and non-union men. It says, "Once a laborer always a laborer." It stops the law of evolution; throttles ambition; stifles endeavor; and tends to make tramps of steady and honest workingmen. Workingmen who own homes cannot afford to join unions, and men who are in unions cannot afford to invest in homes. Because to strike is not a matter of choice; they have to throw up their jobs at the crook of the finger of a man who, perhaps, has no home, no wife, no childhen, no aged parents. Men over forty who go on a strike do not get back. Strikes are ordered by young men who have no property interests; no family ties and nothing to lose. For old men who cannot earn the scale there is no work. Men with children to feed and clothes had better not forfeit the friendship of their employer by disregarding or opposing his interests.

When the unions have power to dictate a closed shop, they have reached a point where they say, "You must join our union or starve."

That is, join our church or you shall not live in this community. Exactly the condition that existed in Spain when Torquemada gave all Jews thirty days in which to join the Catholic Church or leave the country. When he saw that many were leaving the country, he fell upon them, and the

gutters of Granada ran ankle-deep in human blood. This, in degree, stopped the emigration, and thousands of people to save their lives, were forced into hypocrisy and mental servitude.

When unionism gets to a point where it dictates to the employer whom he shall hire, and decides who shall have the right to labor and who not, then unionism has become un-American—a menace too great to overlook. Unlimited power is always dangerous when centered in the hands of a few men.

The American Federation of Labor is controlled by eleven men.

These men are not workingmen. They may have been once, but now they live on the labor of others. They undertake to manipulate and regulate the lives of those who toil, and take toll for their service. The result is, that being human, they are drunk—power-crazed by success, and are attempting to run an engine fitted for fifty miles an hour at a speed of one hundred. It is the working out of the Law of Diminishing Returns. From being a benefit, the labor union has become a burden. The few men who control the labor unions have created a phantom in their minds called "Capital," which they think is after them and is going to shunt them into the ditch. They have frightened the laborers so long with ghost stories that they have come to believe their own fabrications.

What shall be done about this insane clutch for power? Must we forever endure the rule of the Demagogue

Who is right in this question of 'Labor versus Capital?"

I'll tell you; both sides are right and both sides are wrong. The capitalists of this country, for the most part, were once workingmen, and many are workingmen now. And any laborer who owns a home and has a savings-bank account is a capitalist.

The Open Shop means liberty. The Closed Shop means slavery. Moreover, it means faction, feud, strife, violence.

The open shop will make employers considerate, and labor unions cautious. Employers are not base and grasping, any more than men who work for wages are truthful, trusting and intent on giving honest service.

Men are men, and safety lies in the balance of power.

Henry George, one of the sanest men that America or any other country has ever produced, a workingman, and for many years a member of a union and the Labor Union candidate for Mayor of New York in 1886, says, in his "Open Letter to Pope Leo XIII.":

"While within narrow lines trades unionism promotes the idea of the mutuality of interests, and often helps to raise courage and further political education, and while it has enabled limited bodies of workingmen to improve somewhat their condition, and gain, as it were, breathing space, yet it takes no note of the general causes that determine the conditions of labor, and strives for the elevation of only a small part of the great body by means that cannot help the rest. Aiming at the restriction of competition—the limitation of the right to labor—its methods are like those of the army, which even in a righteous cause are subversive of liberty and liable to abuse, while its weapon, the strike, is destructive in its nature, both to combatants and non-combatants. To apply the principle of trades unions to all industry, as some dream of doing, would be to enthrall men in a caste system. Union methods are superficial in proposing forcibly to restrain overwork while utterly ignoring its cause, and the sting of poverty that forces human beings to it.

And the methods by which these restraints must be enforced, multiply officials, interfere with personal liberty, tend to corruption, and are liable to abuse.

Labor associations can do nothing to raise wages but by force. It may be force applied passively, or force applied actively, or force held in reserve, but it must be force. They must coerce or hold the power to coerce employers; they must coerce those among their own members disposed to straggle; they must do their best to get into their hands the whole field of labor they seek to occupy, and to force other workingmen either to join them or to starve. Those who tell you of trade unions bent on raising wages by moral suasion alone are like people who tell you of tigers that live on oranges.

Labor associations of the nature of trade guilds or unions are necessarily selfish; by the law of their being they must fight, regardless of who is hurt; they ignore and must ignore the teaching of Christ, that we should do unto others as we would have them do to us, which a true political economy shows is the only way to the full emancipation of the masses. They must do their best to starve workingmen who do not join them, they must by all means in their power force back the "Scab" as a soldier in battle must shoot down his mother's son if in the opposing ranks. A fellow creature seeking work—a fellow creature, in all probability, more pressed and starved than those who bitterly denounce him, and often with the hungry, pleading faces of wife and child behind him. And in so far as they succeed, what is it that trades guilds and unions do but to impose more restriction on natural rights; to creates "trusts" in labor; to add to privileged classes other somewhat privileged classes; to press the weaker to the wall?

"I speak without prejudice against trades unions, of which for years I was an active member. I state the simple, undeniable truth when I say their principle is selfish and incapable of large and permanent benefits, and their methods violate natural rights and work hardships and injustice. Intelligent trade unionists know it, and the less intelligent vaguely feel it."

* * *

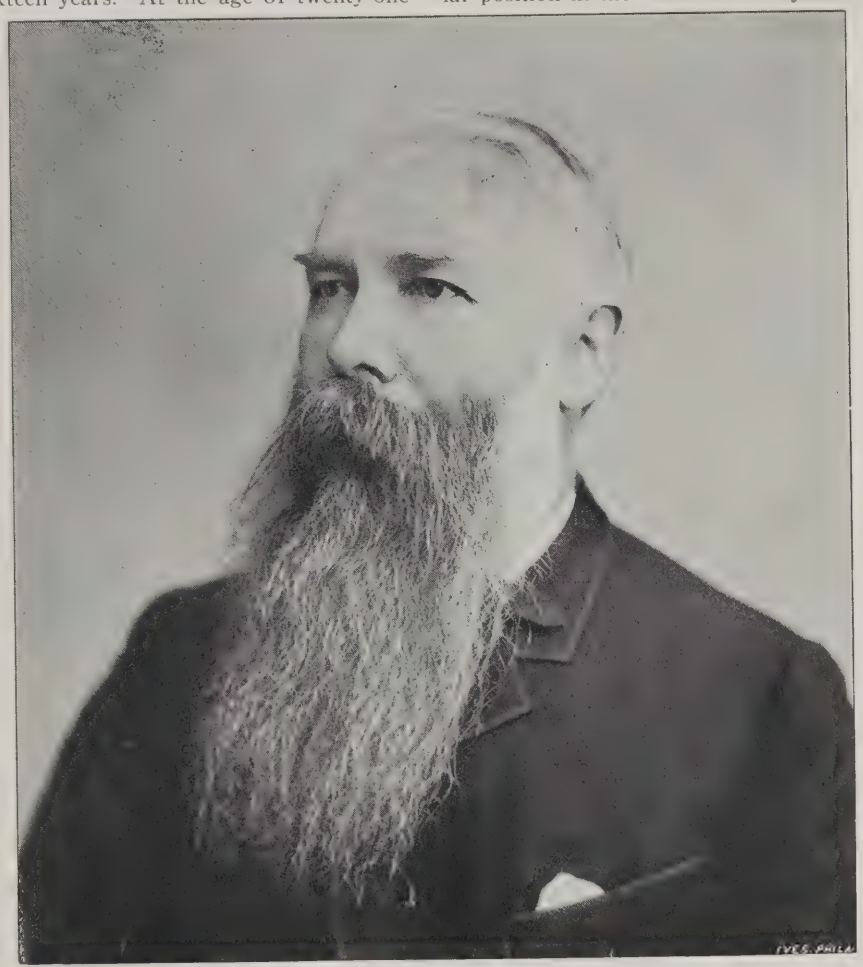
More than fifty per cent of the job printing offices of the United States, also, publish newspapers, that is, they are both newspaper and job printing offices and the growth in these offices during the past decade, on the job printing side, has been phenomenal. This latter fact is owing, in part, no doubt, to the rapid building up in cities ranging in population from 5,000 to 200,000, of manufacturing establishments doing a business all over America, or all over the world and requiring large quantities of printed matter. The tendency of manufacturing is toward the smaller cities, on account of the lower price of property for plants, lower rents, better conditions of living near the places of work, opportunities for securing their own homes, with healthful and desirable surroundings, by the workers as well as to better and more peaceful labor conditions. It is the united job printing and newspaper offices that the National Printer-Journalist especially endeavors to serve and their growth and prosperity are especial objects of gratification to the editor of this paper, for that reason. There are, however, many strictly job printing offices that find the National Printer-Journalist satisfactory and highly useful. Many offices that do not publish papers themselves, print papers or periodicals for others. So wide and generally dispersed is newspaper printing, that no printer can wisely neglect the being thoroughly versed therein, besides, much that applies to publishing and printing of newspapers applies to the conducting and management of job printing offices.

A SUCCESSFUL TYPEFOUNDER RETIRES AFTER HALF A CENTURY OF USEFUL AND HONORABLE SERVICE

THE name of John Marder is known in every printoffice in the United States and the bearer of that name is esteemed everywhere as a kindly, considerate, honorable gentleman. Not a few are under obligations for many courtesies and kindnesses extended, and wise counsels given when they were most needed.

On September 1st, last month, he announced the resignation of his position as manager of the American Type Founders Co., and his retirement after a connection with the type and printing business since 1855, nearly fifty-three years.

Mr. Marder was born near Greentown, Stark Co., Ohio, March 5, 1835, and worked in a printing office at Akron, when at the age of sixteen years. At the age of twenty-one he moved to Davenport, Iowa, and was employed by Geo. W. Ells & Co., book publishers. There he formed acquaintance and friendship of Mr. A. P. Luse, then a member of a firm conducting a printing and stationery business. Mr. Marder moved to Chicago and became a bookkeeper for the Chicago Type Foundry, and later a member of the firm. Mr. Marder served for a time as a member of the first company of Volunteer Artillery from Illinois in the War for the Preservation of the Union. Shortly after this, Mr. Luse came to Chicago from Davenport, and the firm of Marder, Luse & Co. was formed and succeeded to the business of the Chicago Type Foundry. Mr. Marder continued as senior partner of the firm for nearly thirty years, and until 1892, when the business was sold to the American Type Founders Company, that was organized that year, and was continued as the Chicago branch of this new company. Mr. Marder was prominent in the organization of the American Type Founders Company and was, for a time, its general manager in New York City, but, upon the election of President Nelson, returned to take charge of the Chicago branch, so that his active business life for nearly fifty years has been passed in the city where he commenced work as a bookkeeper.



John Marder, as we have longest known him.

During that time he has made thousands of warm friends in the printing trade, throughout the West and Southwest, and many of the older printers are reminiscent as to how they received aid, in the way of accommodations from Mr. Marder as head of the firm of Marder, Luse & Co., both by encouragement and credit, when the same was much needed.

The firm of Marder, Luse & Co., under his management, had much to do with the development and adoption of the point system of type casting and helped in other improvements and the general advancement of this important branch of manufacturing.

He has won substantial success and, besides, has raised three sons who are worthy successors to their noble father. The older son, John W., is at the head of the Peerless Printing Press Company of Palmyra, N. Y. His second son, Walter, is superintendent of the mechanical or typefounding department of the American Type Founders Company at Jersey City, N. J., while his third son, Clarence, occupies a similar position in the branch foundry in Chicago.

To add to a business success the raising and seeing established in useful callings, worthy sons, is no small glory.

We are sorry that Mr. Marder felt impelled to retire from active business life, but he has well earned the right to years of leisure and has accumulated sufficient of means to enable him to fill these years with such enjoyments, in travel, or otherwise, as he may choose, and, as a rule, as Mr. Marder says, in his modestly worded announcement of his retirement:

"The time comes in every man's business career when he finds it advisable to take life easier and lay down the burden of affairs requiring daily attention."

We hope to remain in the battle until we fall, but no one can tell. We are in the hands of a Power above our ken, who orders all things well and, certainly, years of leisure, free from care, when they have been well earned, are not to be despised. It must be a great satisfaction for one to feel, as must Mr. Marder, that he retires from his activities with the respect and love of his associates, and the esteem of all who have been his customers or patrons.

To make possible the establishment of a new Polish weekly paper in Milwaukee, a picnic was held by the Fourteenth ward branch of the social democratic party. The money raised will be used for a new paper.

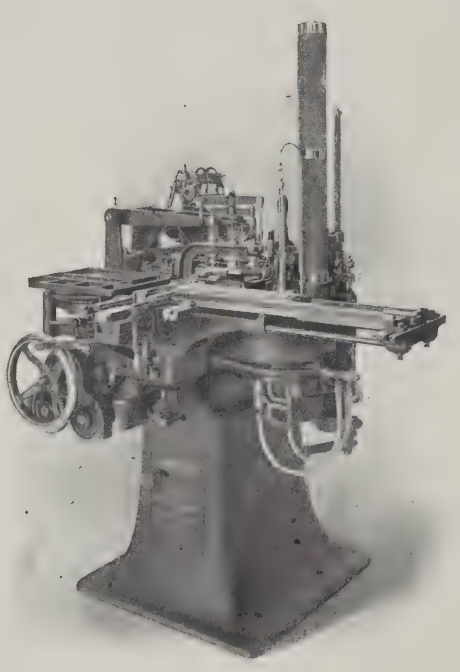
The Merrill, Wis., *Daily Advocate* has suspended on account of lack of patronage.

The Monotype

Both Makes
The only Sorts Caster AND Sets Type
Composing Machine

Casts Type in All Sizes
5-point to 36-point
Body Type, Display Type
Borders, Spaces and Quads

For All Kinds of Composition
Plain or Intricate
All Sizes 5-point to 14-point
Any Measure Up to 60 Picas



"The Versatile Machine that Keeps Itself Busy"

EVERY TYPE border and space in this page cast on the **MONOTYPE**

SOME MONOTYPE NEWSPAPER FACES

A TYPOGRAPHIC MILESTONE

Every Type used in a 16-page paper Monotype Product

The Kingston Argus a Remarkable Example of Monotype Versatility and Profitability

If Ben Franklin should return to this sphere it is safe to say that few things would impress him more than the Kingston Argus. Even the modern printer who thinks himself "wonder-proof" sits up and takes notice when he sees a sixteen-page paper in which EVERY TYPE, *both body and display*, is the product of one MONOTYPE.

A composing machine that produces all the straight matter for the newspaper, and casts all the display type "on the side," to say nothing of helping to build up the job department, certainly "fills a long-felt want" in the small newspaper office: the ability of the MONOTYPE to do anything but write locals has won for it the title, "*The versatile machine that keeps itself busy.*"

TYPE ON TAP

The Monotype Matrix Library Fills Cases with New Type

SUPPLIES MATRICES FOR USE IN IDLE TIME JUST AS A LIBRARY SUPPLIES BOOKS

One of the most original propositions ever presented to the printing trade is the MONOTYPE LIBRARY, which enables MONOTYPE users to keep fonts of matrices on hand for casting display type in idle moments. Each library member is furnished with two sets of matrices which he may use as long as he pleases and return when he sees fit, to be exchanged for other fonts; the only limit being that twenty-four fonts be used in one year.

As the library now offers a choice of more than 300 fonts and as new fonts are being added each week, it is possible for the MONOTYPE user to keep his cases filled with a great variety of job type at nominal cost, for "*The Monotype turns idle time and wornout type into new and up-to-date faces.*"

GREATEST IN THE WORLD

The Monotype Plant at the Government Printing Office

FROM 28 MACHINES HAS GROWN IN FOUR YEARS TO 124 CASTERS AND 162 KEYBOARDS

In the fall of 1904 composing machines were first introduced in the Government Printing Office at Washington. Of course both classes of machines were installed, the slug and the individual type. The MONOTYPE Co. got the small end of the *first* order; the original MONOTYPE installation being 28 Casting Machines and Keyboards.

Today the MONOTYPE plant at the Government Printing Office is (by 50%) the *largest battery of composing machines in the world.* It consists of 124 Casting Machines and 162 Keyboards.

Never has a machine been subjected to a severer test than the MONOTYPE at the Government Printing Office. It solved the problem of composing cancelled type for bill work, and practically all the enrolled bills, the bills printed on parchment to be signed by the President, are composed on the MONOTYPE.

THE ALL 'ROUND MONOTYPE

USED ALL 'ROUND THE WORLD FOR ALL ROUND WORK

Endorsed by Eleven Different Governments Using Machines in their Printing Offices

Today 173 MONOTYPE CASTING MACHINES and 226 KEYBOARDS are in operation in Government Printing Offices. Of this total, 124 CASTING MACHINES and 173 KEYBOARDS were installed on REPEAT ORDERS; that is, an increase of *over three hundred per cent.*; convincing evidence of MONOTYPE popularity

Truly "*The sun never sets on the Monotype*" for it is used by the following Governments: The United States, Canada, India, Ceylon, Australia, Transvaal, New Zealand, South Australia, West Australia, Egypt, and Germany.

REPEAT ORDERS are the best evidence of the success of any machine, but repeat orders from Government Printing Offices are especially significant; the standards of such offices are as fixed as the laws of the Medes and Persians. For a machine to make such a record in such offices is phenomenal.

London Times Monotyped

THE "THUNDERER" STARTS WITH 18 MACHINES

Will Need 40 Machines for Complete Battery

The London Times has an especial interest for all newspaper men. Probably no newspaper in the world is better known, and in spite of the fact that it is a monument to conservatism, it has introduced many innovations. *It was the first paper to use a steam-power press and the first paper to employ foreign correspondents.*

The English Monotype Company may well be proud of the order just received from the Times for 18 MONOTYPES, the first section of the battery of 40 machines, for the Times' standards of quality and typographic accuracy are proverbial.

NEWSPAPER WORK

Prominent Dailies Find the Monotype a Great Success in Ad Alley

THE ONLY SORTS CASTER AND COMPOSING MACHINE SAVES BOTH TIME AND MONEY

There are composing machines and there are sorts casters and then there is the MONOTYPE, *the only composing machine AND sorts caster.*

A composing machine that sets type in any size from five to fourteen point of any measure up to sixty picas, whose product may be run around cuts in the same way as foundry type, cannot fail to make friends in the "ad" alley.

Primarily a composing machine, no other machine approaches it for speed or quality as a sorts caster. Casting type, borders, quads and spaces of any size from five to thirty-six point, it keeps the cases full of new type of the highest quality at a cost that makes it cheaper to make new type than to distribute.

Among the leading papers using the MONOTYPE are the Boston Herald, Chicago Tribune, Chicago American, Phila. North American, New York Sun, and the Cincinnati Enquirer.

INDUSTRIAL EDUCATION

BY J. C. MONAGHAN, IN THE AMERICAN INDUSTRIES, NEW YORK CITY.

The author of this article having had long experience in the Consular Service and as a student of industrial school conditions, presents herein expert opinion on the subject of trade school education. He relates the work done by Germany in this direction and the results accomplished, and urges the need of similar education in this country.

AS Bismarck believed, for he was wont to say, *"Wer die Schule hat hat die Zukunft,"* (Who has the schools has the future). The man who welded the empire together, using blood and iron in the process, was a great admirer of education. He had read history. Its best revelations were the works of its schoolmasters. It was the work of Vater Jahn, Stem and Schamherst, as schoolmasters, that had made Bismarck, Von Moltke, the Kaiser and the Hohenzollern empire possible. They had prepared the blood and iron out of which the empire was built and they did it by means of a Spartan-like education in discipline.

In 1878, after the Exposition in Philadelphia when Roleaux, Germany's chief commissioner to our Centennial Exhibition, handed in his report on the German exhibits, and which read "Cheap and Nasty" (("Schlecht und billig"), Bismarck to find the facts grew the present system of the empire's industrial life. They were told to take care that the fate, as well as the fame of the Fatherland was at stake. They took care. They went systematically to work to find out how France, England and others had been able to bear away the industrial and industrial-art prizes at Philadedphia and elsewhere. They soon saw that it was education and training that had helped France and England. Out of the empire's efforts to find the facts grew the present system of the enpire's industrial, industrial-art, commercial and higher technical education. By basing these upon all that was best in French and English educational and industrial life, adapting them to German conditions, they secured a system that has more than justified the empire's efforts. What is the record? What have been the results? Fully seventy-five per cent, if not more, of German's industrial and commercial success, in recent years, in the years since Roleaux made his report, are due to the wonderful schools that dot the empire from Dantzig to the Italian frontier and from Aix la Chapelle to Konigshutte. It was the work done by the empire's schools that led the great leader and builder of the empire to lean on education.

He saw that it was the one thing necessary to the successful fulfillment of his dreams. He was building not for a day, but for all time. As against the future Germany could move only by being prepared, and that preparation must be based upon the best possible education. He was well aware of the Empire's poverty, and her natural material resources. He foresaw that the only hope for success lay in the lines along which her teachers must project her. The great Chancellor was only partly right. Not to the schools alone, but to schools plus the raw materials, the great natural resources of mines, farms, forests, etc., must one turn for permanent success. Germany has the best industrial and industrial-art school system on earth, but no very great amount of natural resources. The whole land is not as large as Texas, and by no means comparable with California in richness of soil or charm of climate. To its schools it must turn, if it is to continue its success. Here we have everything the world wants or the nations need. We are producing a large part (20 to 25 per cent) of the world's wheat, of its cattle 35 to 40 per cent; of its corn 80 to 85 per cent. So much for food or rather its main staples. This year's farm products, here will run up to eight billions of dollars, a large part of the entire world's production. We produce 75 per cent of the world's cotton supply, about 40 per cent of its coal, between 40 and 50 of its steel and iron, between 50 and 60 of its copper; fully 50 of its petroleum. Our manufacturing output is nearly up to 40 per cent of the world's entire production. All these stupendous figures are based upon what nature has done and is doing for us.

By the side of a superficial success a waste is going on that is simply appalling. Education is needed to stop that waste. Whereas, we have coal deposits good for 2,500 years, at an output of 400 million tons a year, experts like Mr. Carnegie,, Prof. Shaler and others are warning us that our wasteful habits may lead to a loss of our entire coal supply in less than 300 years. There has been wanton waste in our woods. We are face to face with a lumber famine, whereas, a little wisdom, based upon education, upon what might easily have been learned, would have made our forests a constant source of power and profit. It is a terrible story, this story of our ignorance and indifference. It has caused a great deal of doubt to enter the minds of the nation's leaders as to the future, and it is to the future that the wise man looks. It is for the future that the wise and great statesmen build. Behind her mines, forests, farms and factories, Germany has put industrial, industrial-art, and all kinds of technical schools. What is the result? Read it in the remarkable and romantic record of recent years. Read it in the power that has pushed the empire into the first place among continental European countries, and is pushing it into first place among the industrial and commercial powers of the world. The only power on earth that is able to take and keep first place against her is this Republic and China. Slowly but surely England is losing ground relatively in the great battle. Great Britain is still in the lead, but the space between them is constantly lessening. The story of the commercial race is an interesting one.

Germany used to buy her ships in Belfast, in Glasgow and on English rivers. Today she is building her own. For a long time the Deutschland, named after the Fatherland, led the Leviathans of the Atlantic. England, finding that German goods were to be found in all parts of England, passed a law making it necessary for foreign goods in English markets to bear a badge or mark of origin. Of course the law had to be general. Nobody was in doubt, however, as to whom it was aimed at. At the Kaiser's request, Krupp, the big steel and iron man of the empire, went into the shipbuilding business. The result was the Deutschland, a ship that broke all records and held first place till the Cunards built their Lusitania, Mauritania and from keel to the top of her mainmast the Deutschland was German. When she rode into Southampton harbor on her second or third trip, holding the world's record for speed, she had letters 15 feet high all along her deck from bow to stern, spelling *"Made in Germany."* The irony was felt. England woke up or is waking up. She, too, is turning to technical education.

To begin with laws were passed to put it beyond the power of hard work to wear out the labor of the empire. Boys might not be worked to death. They must go to school until they are 16—in some states 14. But this is by no means so rigidly enforced as we are fond of thinking. With a wisdom, born of experience, the burgomeister, or other duly authorized person, may make an exception, when in his opinion an exception should be made. Exceptions are based upon the needs of the families. Besides, when a boy of 14, or younger, is allowed to go to work, his employer, guardian or somebody must see to it that he goes to classes for the further developing of his education. What he gets is of a practical character. Its aim is to fit him for the work he has to do in life. Besides legislating for labor, the empire and the states went to work to build up its industrial, industrial-art and technical schools. To that end, it sent out commis-

sions of experts to study conditions and educational systems in other countries. All one has to do to determine the difference between our methods and those prevailing in the empire, is to go over any Commission sent out by us for a similar purpose. Just now we have several kinds of commissions in Europe, studying the tariff, finance and other questions. We have experts, most capable men. But living outside of the political or personal friendship arena they are never thought of.

THE VALUE OF INDUSTRIAL EDUCATION.

Years ago, buyers from this country, all parts of it, went to London, Leicester, Loughboro and Nottingham, in England, and to Balbriggan in Ireland, to buy all kinds of knitted goods. They now go to Chemnitz. Why? Because Chemnitz built up, as the basis of her wonderful work in knitting, a wonderful system of industrial and industrial-art education. When she was made aware of what an education, such as had led to success in other lines, might be made to do for hosiery she went to the leading concern in Chemnitz, took its leading foreman and sent him all over the world, for a year or more, to find out what the world was doing in the lines being laid down at Chemnitz as those that must lead to success. He visited every land on earth, returned, opened an industrial and industrial-art knitting school with day and night sessions. The result? Chemnitz is today the leading knitting center of the world; and one of the world's leading textile centers. What is true of knitting is just as true of other industries. It is to its industrial and industrial-art schools that the empire turns when asked to point out the sources of her phenomenal success.

The work of building up the empire schools, like all such problems is lost in a maze of uncertainty, a mass of all kinds of evidence. The best one can say is that the schools are the the outgrowth of wise governmental, municipal and other co-operation. The "other" covers the efforts of merchants and manufacturers. At present the nation and the municipalities vie with each other in their efforts to afford effective aid. There are no false or foolish ideas about the meaning of education or about the State's right to give a boy or girl an education. Its value as a means to fit boys and girls for the duties of life is never in doubt. It has been studied in all its phases and adjusted to German conditions in just such a way as to secure the very best results. In establishing schools and courses the German boy and girl as well as German conditions are kept constantly in mind. Boys and girls are given just such courses as shall fit them for life and life's work. The boy who is going to be a blacksmith is taught enough about the horse's hoof and leg to enable him to help horse owners in case of minor diseases, to avoid injuring the foot, to drive nails outside of and not into the quick. A girl is given just such a training in household work as is sure to be of service later. If a farmer's daughter, she specializes in farm cusine; if a laborer's daughter she is shown how to select and prepare the cheaper foods; if a mechanic's or small tradesman's daughter she is shown how to be helpful in her father's household. The system is simple and suggestive. Besides all this, there is the general culture that counts for so much in cultural courses; but the main part of life is gaining a livelihood, the main part of a people's education should aim to prepare people for their work in gaining a livelihood.

THE EMPIRE'S ATTITUDE.

There is no flub dub philosophy or high falutin phraseology about the State's responsibilities. If anybody thinks the State has no right to equip boys and girls for their life work, in the way indicated, he has said nothing. If he did he would not be heeded. Germany is sure that the State can be no better engaged than in building boys and girls into useful members of the social and industrial system. It is sure that education in industries, both elementary and artistic, education in the domestic sciences, cooking, serving, etc., in commerce, in finance, are well within governmental provinces. It has no time to go over that part of the question. It has been over it before and has made up its mind. Technical training is so much a part of the empire's educational system as to defy all efforts to displace it were any one unwise enough to try to do so.

Forty years of success has helped to secure the system. Its educational value has long been recognized; so, too, its value as a moral and social force. The boy who is to be a blacksmith is made a better one by being told the horse's history. As he learns the large and noble part he has played in helping man forward, he learns to love the horse, and through the horse, other animals. The boy who is to be a mason is made a better mason by learning just enough of geology to vitalize his work; so, too, the carpenter, or cabinet-maker who has learned a little about trees, woods, the laws of their growth and treatment has his work wonderfully vitalized. Boys and girls have to work. The vast majority have to work hard, to earn a livelihood. How much better it is for those boys to begin life after being well and carefully educated in the lines along which their life work is to run. The empire is in harmony not only with Bismarck, but with the best men of all ages. Penn, Benjamin Franklin, John Adams, Jefferson, Hamilton, Monroe, in latter days Horace Mann favored education of the kind advocated in the empire's industrial centers. Every step in advance along industrial and industrial-art lines has been justified wherever tried.

AMERICAN EDUCATION.

Our educational system is *sui generis*. In buildings and equipment we beat the world. In pay, no nation touches us. It costs us more to keep up our educational plants than it costs for nearly all the educational plants of Continental Europe combined. What is put into armies over there we put into schools. We pay our teachers dollars to the quarters paid by others. We furnish schools, apparatus, books and instruction free. What is the result? When we want high grade workmen we have to go abroad for them. Very few of our boys and girls graduate from our colleges—only one out of every 120. Only one in seven or eight enter the high schools, and of these less than one-third finish. Less than 25 per cent of our people get a grammar school education, one in thirty a high school training. Long before boys get out of the grammar grades they are arranging to go to work. What right have we to expect workmen from such material? That we get it is cause for wonder as well as congratualtion.

The risk run is too great for its continuance. It is time to go seriously to work at the question of vocational training. It may not be best to do as Dr. Eliot advises. To urge teachers to tell boys what trade to adopt is not far afield from work that they might be willing to undertake and in which some success might be secured.

"ONE NUMBER ALONE IS WORTH SEVERAL TIMES THE YEARLY SUBSCRIPTION."

BROWNWOOD, TEX., Sept. 20, 1908.

Hon. B. B. Herbert, Chicago.

DEAR MR. HERBERT:—It is a little late, but I wish to congratulate you on the general excellence of the September number of the NATIONAL PRINTER-JOURNALIST. I do not see how it could be made more interesting or how any really progressive newspaper man can afford to do without it. That number alone is worth several times the yearly subscription to an editor or publisher who wants to keep up with the times.

Sincerely yours, WILL H. MAYES.

NATIONAL PRINTER JOURNALIST
A Journal for printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, OCTOBER, 1908

SEVERAL references will be found in this issue of the NATIONAL PRINTER-JOURNALIST as to the cost of work and the being fully informed in that regard. Scarcely anything can be of more importance. Cost must be known or the office is all at sea wthout a chart, rudder or helm. When it comes to meetng competition, it should be remembered that quality of work and an established reputation for square dealing and earnest efforts to meet the demands and to subserve the interests of customers are all powerful in overcoming objections to prices charged. We have known customers to declare, after getting a job of work, that they would never go back to the office again, because the price was, to their minds, too high and above what the charge would have been at other offices, yet the very next job went back to the same office for the very good reason that the work had proved satisfactory in every way, and the considerate efforts to please and meet all demands were remembered. A bond of genuine confidence and friendship had been formed, and, notwithstanding all sayings to the contrary, well-founded friendship is a very strong factor in business. Know your cost and then charge accordingly, regardless of competition and never turn out poor work to meet low prices made by others.

* * *

An efficient corps of workmen, as permanent in its personelle as is possible, after weeding out the careless, the uninterested and inefficient, with knowledge gained by close attention and thorough understanding, are fortresses that make printing or newspaper business impregnable against attack of competitors.

* * *

The best possible working conditions, clean, light, well-aranged, well-equipped establishments, up-to-date, and a wage system that is fair to all and that recognizes merit and accomplishment are the safeguards for an intelligent working force.

* * *

The Gladwin, Mich., *Record*, recently installed a new two-revolution press, gave an illustration of the same on the first page of the paper and said: "The finest book and jobwork, as well as four pages of a seven-column quarto newspaper, at one impression, can be printed on this press." Improvements are reported everywhere, especially in our smaller cities, notwithstanding the reported hard times. The point, too, is always to tell your readers of your improved facilities and then keep on adding improvements as rapidly as the business permits, always remembering that being prepared to do more and better work and handle larger jobs of printing nearly always brings new work and all that you are able to handle. There seems to be some hidden law of demand that acts to meet the ability to supply.

* * *

It was said by an old philosopher, and we have quoted the saying before, "All arts are joined by a certain common bond." The same is true of all newspapers. The principles that will guide the publisher of the home weekly or daily to success, will do the same service for the great metropolitan daily and vice versa. This is strikingly illustrated in the symposium of views printed in this issue of the NATIONAL PRINTER-JOURNALIST from the Centralia, Ill., *Evening Sentinel*, which every newspaper editor or publisher should carefully study. At the recent meeting of the Associated Clubs of America in Kansas City, Mr. Welton of the St. Louis *Republic*, showed this "common bond" as to the worthy principles and interests to be promoted, in saying:

> A little daily in the mountains of Missouri has the same impulse for right, decency and justice as a big daily in St. Louis, and with its little voice contributes its portion for the uplift of the race. It can never be otherwise. This unity of purpose is not the product of chance. The press appeals to the human emotions as surely as the drama.

The publisher who is not inspired by these noble, underlying principles of service to "right, decency and justice" is unworthy the calling and cannot hope for permanent success. The yellowest of the yellow newspaper-makers, have come to recognize this fact, and however yellow they may make their papers for advertising purposes, they soon strive to retain a footing by extraordinary efforts to serve those things that all men respect and prize, whatever may be their own faulty practices, "right, decency and justice."

The Hebron, Neb., *Champion*, comes out in new form and style and tells its readers, as it should, all about the added press and facilities in a two-column article signed, "Your True Friends, The Champion Family." Every newspaper should be a "True Friend" to its constituency, and should stand loyally by the highest ideals of friendship. It is difficult to realize how much this means in the way of service and usefulness, on which all permanent, worthy success depend.

* * *

The Waco, Texas, *Tribune*, is another bright paper, that gives large quantities of reading matter. What has particularly attracted our atention at this time, is the eleven column account of the National Editorial Association convention and excursion, in which St. Paul, in tradionally-saintly garb, is placing a halo on the brow of a personification of the Association and passing over the great key of the cty. A view of Red Wing, of the State Capitol and a portrait of President W. H. Mayes, all in excellent halftones, are given with the following verses, in honor of the new president, written at St. Paul:

"Take up the name of Will H. Mayes,
And send it down the line;
Where cattle in vast thousands graze,
And air like golden wine
Makes the pulse leap, and maids are fair,
Has all his life been spent;
Broad is he as the prairies there—
Make him our President.

CHORUS.

It's Mayes, It's Mayes; It's Will H. Mayes,
It's Mayes we sing today;
A man who will win world-wide praise
For the grand N. E. A."

* * *

The Washington, Pa., *Reporter*, issued a splendid "Centennial Number" on August 15th. One of the pleasing features, was the reproduction, by photo-etchings, of all four pages of the first number, of August 15, 1808. A study of the pages of the paper of a hundred years ago is intensely interesting. On the second page of ther "Centennial Number" is the following epitome or rather "forewords" to the

"STORY OF A NEWSPAPER AND MEN WHO MADE IT."

For a century the *Reporter* has been the People's Paper, defending the right, condemning the wrong—it has blazed the way in this community for progress and achievement.

August 15, 1808; August 15, 1908.

Between these dates a century of time has rolled away.

What interesting history of development, of achievement can be recorded in the time of 100 years.

In this country of ours, few are the people, few the institutions which can celebrate the one-hundredth anniversary of their birth or of their founding.

What events in the making of a nation, what men, what institutions—what changes as the years went by, during the career of this newspaper. What a marvelous, what a glorious history in these 100 years.

Few, indeed, are the newspapers of this country which have had a continuous existence under one name for this period.

From the day that William Sample, with his crude little printing outfit arrived in Washington and established the *Reporter*, until the present day, the paper has grown in size, in influence and in power. It has grown with the times. It has kept ahead of the pace in the progress of this community.

That little sheet, facsimiles of which appear in this number, was but the seed planted in a soil among a sturdy people.

It must have been a vigorous seed, for it grew into a healthy plant.

It must have been carefully planted, cultivated and nourished for it has grown more vigorous each year—and like the great oak, which from a little acorn grew—it today spreads its branches from a massive trunk and thousands gather beneath its shade and protection.

The man who lives long must live well. He must live right. The same is true of a newspaper. No newspaper can live in the hearts of the people for one hundred years, retain their confidence through passing time, and grow in their estimation of it unless it has lived right—morally.

It was the moral fibre in this oak of journalism which has kept it alive through all these years. Nurtured by the human brain, with energy, with conscience and fidelity to the people and their cause, it has lived and flourishes still.

Sample and Bausman and Moore and Kelly and Christman and others watered it but the people gave the increase.

The paper has lived and lives today in the spirit of the times.

The *Reporter* has reflected the life of the people.

It lives because the people have made it live. They have given nourishment which has sustained it, which has kept it vigorous, which has made and kept it independent of all outside influences.

May the *Reporter* ever live, live more, live bigger, live fuller, in the lives of others, with them, for them and ever for the right.

This great issue of seventy-two pages, in nine parts of eight pages each, seven columns to the page, presents the following sections: "*Reporter* History Section;" "General and Historical;" "Legal and Historical;" "Educational and Historical;" "Industrial and Historical;" "Political and Historical;" "Historical" and "Financial and Real Estate Section." The sections are all profusely and appropriately illustrated with portraits and views, the portraits of the old residents—among them, William Sample, the paper's sturdy founder—are pleasingly numerous. We Americans, of today, have lost much of the sturdy, picturesque appearance of those of a hundred years ago. Justice requires a return to this admirable number, at a later date for a closer study.

* * *

The *Hoosier Democrat*, of Flora, Ind., congratulates itself and readers over the purchase of a Standard Linotype, the first purchased in its county. It claims, with this addition, to have one of the largest printing offices in Indiana outside of the large cities, justified by phenomenal growth and increasing patronage. A first class equipment seems to create business. The *Democrat* is a bright, clean paper, well printd on good stock and all this tells. We have noticed that the bright, clean man, alert and active and the newspaper of like quality are sure of success. The *Democrat* uses splendid halftones and prints them well.

CRIME AND SENSATIONAL JOURNALISM

PRESIDENT VARNER, in his annual address in St. Paul, before the National Editorial Association, rightly called the attention of the press, so largely influential in all matters affecting or influecing the people, to the fearful increase of crimes, especially of homicides and murders in this country, and dwelt on the responsibility of the press in that regard. Before the recent joint meeting of the Washington State and the Oregon Press, Mr. Lovett M. Wood, editor of the *Trade Register*, in an address at Vancouver, B. C., vigorously arraigned the sensational press and a weak or diseased judiciary, in part, as follows:

"A short time before Czolgosz assassinated one of the best presidents this nation has ever had—William McKinley—on September 6, 1901, I made the prediction in the *Trade Register* that if the people of this Republic did not at once put a stop to the incendiarism of the yellow press, that spewed its filth and excitement to lawlessness daily before the public, it would soon pay the penalty through the murder of their chief executive. It was a prophecy recalled by some newspapers after that penalty had been paid, and the yellow press of the country was universally charged with being the father of that great crime and the nation's disgrace. Since that day the number of the crime-inciting, law-deriding, scandal-distributing, blackmailing class of news purveyors for revenue only has materially decreased—but we yet have some notable renegades still debauching the public, insulting our homes and taking pride in their publication of any filth that can be palmed off as news or advertising, depending upon the curiosity of the many to buy and make them wealthy. Money is their only God.

"What is the duty of these associations, representing the fast-growing comonwealths of Washington and Oregon, toward the few sensational mongers in your states? Does fear of the emptyings of the filth of the sensational press deter you from doing your duty to your citizenship and the homes you serve? Is it thoughtless indifference and a disinclination to undertake the task of scourging these crime-breeders into either decent conduct or oblivion?

DISCUSSES FREEDOM OF THE PRESS.

"Let us look this matter squarely in the face and take the blame that is our due for not making a united and winning warfare against this class that is a disgrace to the newspaper world. This nation's glorious progress and future rests upon freedom of speech and conscience and justly-administered law. The freedom of the press, no more than that of the individual, must never be misconstrued into license to say or cause to be done that which will do violence to the life, liberty or rights of others—and our laws specify what constitutes these. Better, a thousand times, the enactment of a law that will curtail some of our rights by creating a censorship of the press than that a false construction of freedom of speech shall inevitably lead to the destruction of all rights, general debauching of homes and total disrespect for the law and courts, upon whose impartial and unthreatened decisions the welfare of this or any other country must depend for existence.

"President Roosevelt was asked a few weeks ago what was the matter with the United States. He said, in effect, that he didn't know, but was trying to find out. To that end he was correcting the errors, as far as he found them, in rebating, unlawful combines, etc. Other prominent men gave the interviewer a like answer. Do you, gentlemen, ever give this question thought? You love your country; your country is as dear as life, and you are ready to do your share in that noble service of shaping its destiny and perpetuating its existence, by honest labor in your various callings, in public sacrifices, and, if need be, are ready to give your lives for your country. But you know there is something vitally wrong in its conduct. Perhaps some of you may think it wisdom to let those who occupy eminent positions in the nation seek the cause of the trouble. I beg leave to differ. Every citizen has as great a duty and may be first to find the cause and state the remedy.

"My humble opinion is that what is the matter with this country may be answered by stating that its judiciary is diseased. Impartial justice is not dispensed by our courts. The poor and the powerful are not treated alike. The grip of party politics has been at its throat for many years, and it answers not with infallable honesty and truth the dictates of its conscience through fear of being strangled. It is not free. It is swayed by the party press and there is fast growing disrespect for this great and respectably-founded institution on which the freedom of the country must depend—aye, the freedom of the press. But it must be freed in a legal and respectable manner and with calm deliberation of its condition.

"Were our laws honestly and impartially administered, who dares say that receivers and their counsels would be granted, all over the country, such enormous sums as to bankrupt the stockholders and freeze out the little fellows? A little over a month ago the appellate division of the supreme court in Brooklyn, N. Y., cut down the $75,000 for each of the three receivers and a like sum for their counsels—$150,000—to $20,000 for each man. The court held that it amounted to a spoiliation of assets, and to let such a sum stand would impair confidence in the administration of justice. An appeal was taken, but the cut was confirmed. You all know that confidence in the administration of justice has been impaired a long time, but let us be thankful for this and every other instance of an awakening, and pray and labor to the end that it may become general.

"What has this to do with sensationalism? Very much. The sensational press flourished and, while on the wane through surfeit and a long-cheated public by the fakers, continues to outrage the public because our courts will not do them justice—whether through fear of losing office, a desire for the influence of those who are controlled largely by such blots on newspaperdom, or a blindness as to that duty that is the court's as much as the individual's, I leave for you to say.

BLAMES COURTS FOR REBATING.

"A diseased judiciary is responsible for railroad officials daring to say: 'We made the prosperity of this country and by God we'll run it and show the government that it must not interfere with us.' A diseased judiciary is responsible for the rebating system that has ruined thousands; for every combine in restraint of trade that has existed or still exists; for supporting the counsel of illegal corporations who have construed our laws into a science to defeat justice; for the permitting of a trust in news—the Associated Press—that has made possible the existence and wealth of its sensation-breeding members, who color the reports of proceedings and news to suit its friends; dictates to nations today, including our own, and which does not truly reflect the voice of the people or serve impartially the commonwealth.

"I have been denouncing sensationalism to you, and telling how it has flourished and damned this country. What is sensationalism? I will tell you what it appears to me to be. Sensationalism is falsely exciting the passions of a reader by the false coloring and heated relation of any circumstance,

whether it be a fire, a runaway, a wreck or a court proceeding. It is the parading of scandal, the coloring of criminal acts; the exploiting of private affairs in which the public has no right to interfere; the incitement to revenge by the raving of an enemy: the dishing up of and commenting upon the prurient details of court proceedings; the advertising of brothels in editorials and news under the guise of attacking them; the publication of obscene and lust-breeding advertisements of quacks to debauch children in every home unwise enough to permit entrance of the sensational newspapers, on the excuse that the grown-up ones must have the news. God pity us if we call all this news. It thrives on the curiosity of mankind and presumes on the knowledge that the many let the few think for them.

"Sensationalism is the defiance and threatening of the courts and the bold championing of crime, correctly termed 'dope'—because it sooner or later makes its readers mental imbeciles.

"The voice of the people ever has been and, I believe, will be more fairly expressed by the weekly and monthly publications than by the daily press. I willingly grant that there are many great, honorable and free daily newspapers published in our country, and they are doing noble service in correcting the great evils that have afstened themselves upon the nation; in awakening the public to elect honest men to all offices; in exposing the bribe-takers; in refusing the advertising of quacks and swindlers, and making themselves noble exponents of the rights of the people rather than policy-players for the profit of the business office. All honor to such, and let mee add here that during several trips across the continent in the past few years, I have felt a pride in the acknowledgment of the excellence and high character of the Seattle *Post-intelligencer* and Portland *Oregonian,* which are everywhere referred to as the leading dailies of the Pacific coast. Such reputation has been earned, and in no way reflects upon the honor and standing of several others of less prominence, which also recognize, as does the weekly press, that they represent a profession whose moral foundation is first to be considered in the service of the public rather than the counting-room, and that such service will receive a suitable reward when established.

"In conclusion let me urge a united and unrelenting war upon the sensational parasites of the press wherever found, even remembering your duty to your country in protecting it against wrongs that endanger its existence. Give your manful support to the cause of right as against the corrupt and powerful where justice is assailed or brought into ill-repute. Jealousy guard the foundations upon which have been reared the greatest republic and nation of the earth. Commend the masterful activity of your chief executive, who has won the confidence of the nation, irrespective of party, in his efforts to assure you all a 'square deal,' and pray that his successor may as effectively carry out the policies that will give us a united nation, a sound judiciary, the respect of nations and a clean and fearless press."

UNION LABEL MEANS THE "CLOSED SHOP"

Every one knows that the Union Label means the "Closed Shop" with a denial of the right to work or to live, to all who do not belong to the Union. It means the tyranny of numbers through combination. It means the worst and most degrading species of a trust, or monopoly that of the right of toil, free employment and labor. It is founded on hate, selfishness, injustice and wrong. It means corruption in politics and the overthrow of all for which free government, by all the people for all the people, stands. If anyone wishes or seeks the degradation of labor, it can soonest be brought about by insisting on unjust and tyrannical methods such as enforcing, by compulsion or boycotts, the use of the Union Label. Such an insistance is a disgrace to unionism; it shows an unfair spirit. The Christian Endeavor Society claims to be good in its work and intentions for all, in that it is helpful to right living and upbuilding. Its membership runs into the millions. Suppose that the Christian Endeavor organization, in view of the good that it has done and is doing, would resolve that its members should not patronize any one not a member, or buy a paper, book or other article that did not bear the imprint of its emblem, nor employ a printer who did not carry a certificate of membership and wear its badge. Would our superstitious devotee of a spurious, tyrannical unionism submit or would he rather raise a cry against religious intolerance and seek to organize in order to defeat its tyrannical demands? How would it be with our seekers for office, for judgeships, aldermanic, legisative or administrative position? Would they run to the printers and insist that the emblem of the Christian Endeavor should be placed on all their cards and other printed matter used for electioneering purposes? The way to enjoy freedom is to permit the right of freedom to others.

WASHINGTON PRESS ASSOCIATION

The Washington Press Association held its annual meeting at Vancouver, Winnipeg, and was most hospitably entertained by that lively and fast-growing city, including a steamer trip up the Columbia, through the locks to Stevenston (where a salmon dinner was given by that town), and by a banquet at the close, when the boys didn't do a thing to the many political candidates present to work the press.

President J. B. Best, editor of the Everett *Herald,* presided, and Secretary Frank Middaugh kept the records. Many able addresses were given and subjects discussed, and altogether the meeting was a success. Seattle was selected for the 1909 annual meeting.

The following officers were elected: Albert Johnson, of Seattle, President; F. A. Hazeltine, of South Bend, Vice-President; M. E. Randall, of Ellensburg, Second Vice-President; G. L. Odgers, of Davenport, secretary; L. E. Rader, of Olalla, Treasurer; Frank B. Cole, of Tacoma, Historian; Fred Ornes, of Mt. Vernon, Orator; Eugene Lorton, of Walla Walla, Poet.

The Executive Committee elected were: J. B. Best, chairman; Will Steel, Lovett M. Wood, A. W. McCormick and D. W. Gillespie.

The Legislative Committee appointed by the President were: E. Lorton, Chairman; J. W. Lysons, Secretary; E. C. Beard, Grant Angle and the President.

National Delegates elected were: D. S. Gillespie, E. Lorton, E. E. Beard, Mrs. Hannah, Rufus T. Wood, Dan W. Bush, J. W. Lysons, Lovett M. Wood, J. A. Swett and John L. Wilson.

Robert Wilson, with the Fort Dodge *Chronicle,* will walk from Fort Dodge, Iowa, to his old home at Dixon, as a vacation recreation.

THE MAKE-UP, FIRST PAGE EFFECTS AND CONDUCT OF A DAILY PAPER

THE Centralia, Ill., *Daily Sentinel* entered upon its twenty-fifth year, on August 18th, and the *Weekly Sentinel,* has been published for almost forty-five years. The paper has recently been striving for improvement in its make-up, through inquiry as well as by experiment. To this end, it has printed facsimiles of the first pages of ten leading dailies with articles from the managing editors of these dailies, "each being asked to submit a sample of what they believed to be their ideals of a front page, and a symposium article of what a 'big little' daily, which claimed to be 'a live one' should be in in a news way."

From nine of these contributions, to the enterprising editor, Verne E. Joy, we reprint the following extracts, believing that the same will furnish educative, valuable, interesting and profitable reading for all newspaper-makers:

A. Brisbane, of the New York *Journal,* who is said to receive the largest salary of any editor in the United States, writes:

I should be very glad to oblige you with an article such as you suggest. The *Evening Journal,* by which I am employed, is published daily and speaks for itself. Its effort is to reach the greatest number of people, and the front page which is intended to attract their attention, is like the bell formerly rung by the town crier. We make a noise on the front page to attract the hurrying crowd, and then we try to talk common sense to them on the back page.

Henry Blyer, of the Milwaukee *Sentinel:*

I send you a copy of *The Evening Wisconsin,* which represents my idea of a normal newspaper make-up, when no extraordinary news demands display head-lines. This does not mean that I would make up the Centralia *Sentinel,* or any other paper, in the same way. Newspapers are the heads of families, as it were, and what would please one family might prove distasteful to another. The editor who makes a paper to suit his own individual idea will surely prove a failure. Every successful editor is a close student of his constituency and makes it his aim to entertain and interest his readers.

"A snappy, live, 'big little' country daily," as you so forcibly put it, should, in my mind be:

Thoroughly reliable—A fake should have no standing in its columns. Get the people to understand that what they read is as near the truth as it is possible to get and they are bound to stick.

Clean and wholesome—"All the News that is Fit to Print" is a good motto for every newspaper to tie to.

Bright and interesting—Be mildly sensational if the news calls for it on occasions, but don't be yellow.

Always a leader—Stand for something and keep "doing things." Better make mistakes at times than to be shrinking and cowardly.

Public spirited—Never knock, but aim to make friends rather than enemies in the community.

On time every day—Get on the street to subscribers as regular as a clock.

W. F. Wiley, Managing Editor Cincinnati *Enquirer:*

Under separate cover we are sending you several editions of the *Enquirer,* which will give you an idea of the make-up of our first page. In so far as it is possible I believe that the dailies in the smaller cities should aim to make their papers as attractive typographically as they can with the resources at hand. The big thing in any newspaper, large or small, is the news that appeals to the interests of its clientele. We use "news" in a broad sense, meaning thereby that whole realm of activity in a given community, from preaching to pugilism, should receive due attention.

T. W. McCullough, Managing Editor Omaha *Bee:*

Enclosed you will find the front page of the *Evening Bee* of last Tuesday, which is typical of our methods. You will notice that we had some matters that might have been made the excuse for a much greater display of heavy-faced black type on the front page, had inclination led in that direction. Our idea is to give all the news in a simple, succinct form, without undue elaboration as to typographical display. We still have a more or less abiding belief that modesty is not entirely out of fashion as a cardinal virtue, and in order to merit the respect of our readers we respect ourselves. For that reason the news is offered in the *Bee* in an attractive form, but without any esspecial ostentation, and entirely free from the sensational flambuoyancy that marks the "progressive" or "yellow" type of newspapers.

We realize that our paper is not perfect, and regret very keenly the limitations put on us by reason of our limited means. Had we the income of some of the larger of the great American journals, it is not improbable that we might in many ways improve the appearance of the *Bee* and still keep within the range of good taste.

D. J. McAuliffe, Managing Editor St. Louis *Republic:*

It strikes me that the best way to comply with your request would be to refer you to the issue of the *Republic* of the date, March 28th.

You ask what sort of a make-up is best adapted to a snappy publication like the *Evening Sentinel.* As a general rule, I would say, feature your local news; get close to the people in your community. If your next-door neighbor is killed, if his house is robbed, or if he meets with an accident you will be more interested in a report of that fact than any other item that might be published in the papers of your town.

The happenings in your own city are of first importance. I except, of course, news of recognized national importance made by men, women and institutions that are constantly and conspicuously in the public eye.

You will note from the make-up of the *Republic* of March 28th, we give greater space and more display to news of local interest than to outside happenings. The make-up can be changed from day to day so as to give your readers an interesting variety, but the main idea should be retained, namely: to illustrate and display happenings which are nearest to home and, therefore, are of greatest interest to your readers.

In a metropolitan paper which publishes editions circulating outside of the town in which it is issued, it is necessary, of course, to have a separate make-up for each edition. The greatest interest among out of town readers would possibly be out of town happenings, although, I believe it is a mistake to assume; because people do not live in a large city they are not concerned about what happens in it.

Harry E. Andrews, Managing Editor Los Angeles, Calif., *Times:*

It was the grandiloquent and newly chosen Mayor of a wild western city who exclaimed, in his inaugural address:

"The Mayor of Rawbottom should be like Cæsar's wife—all things to all men!"

Now that is my opinion of what a live daily should not be. I have always maintained that a country daily will prosper if it takes a stand and fearlessly fights for its convictions, in spite of pressure from advertisers or local "interests." This is the way to win respect.

A local daily can hardly give too much attention to the development of its own community. I do not believe it should waste too much time on the Schleswig-Holstein question. It cannot afford to get the reputation of suppressing any news story that hurts one of the big men of its town or of covering up anything that the Board of Trade would have it conceal.

The daily newspaper is the "story and picture of the day." It advertises to hold up the mirror to the procession of events. It should first of all keep faith with the public.

The best way for a newspaper to make a lot of friends worth having, I may add, is to make a large number of carefully selected enemies and keep them stirred up all the time.

E. H. Thomas, Night Editor Seattle, *Post-Intelligencer:*

Dear Sir:—Enclosed find copy of first page of *Post-Intelligencer* of yesterday.

Briefly stated, the live "big little" daily is that which gives its readers the greatest amount of news of interest to the greatest possible number of readers, so presented as to easily catch and hold their interest.

A. C. Brokaw, Minneapolis, Minn., *Tribune:*

The first page of the Minneapolis *Tribune* endeavors to convey quickly a resume of the day's most important events. This accomplished the minor items follow in order deserved from the standpoint of common or general interest. News value is, as a rule, dependent upon the actual bearing an item has to the community in which the paper circulates. An endeavor is made to serve Minneapolis *Tribune* readers with the day's news exactly as they would have their big meal of the day served—proper dressing for each course. The same dish day after day becomes distasteful. A variety of dishes with exactly the same ingredients are even less appetizing. The application of this line of reasoning to make-up indicates that occasional display type in body matter is desirable.

Illustrations, having direct bearing upon events covered, add interest, but they should be good illustrations in close contact with the stories which permit their publication, although never forgetting typographical harmony as a whole. Lead heads are not, as a rule, run side by side, mainly for the reason that one kills the other, or at least detracts in a measure from the importance placed upon each item by the make-up man. Local news is given right of way over ordinary telegraph both in quantity and position. Jumps from the first to inside pages are avoided whenever possible. If page one is as snappy as it should be the reader's craving for other interesting articles will lead him through the paper from cover to cover without being driven.

J. Keeley, Managing Editor Chicago, Ill., *Tribune:*

In making up the first page of the "World's Greatest Daily" or "Egypt's Greatest Daily," I would follow the same practice—display my best goods in the front window.

I would try, in so far as the limitations of the day's news permit, to get stories of a diversified character on the first page. I would try and get a story of world-wide interest; a story of interest to the business men; a story of general interest to man and woman alike, and a story of intense local interest and importance.

As we make up the first page of the *Tribune,* we have three heads at the top of columns and two subordinate heads under the cartoon, which we generally place at the tops of columns 4, 5 and 6. These two subsidiary heads I always try to make of the human interest character—stories that will appeal to the woman. The little stories that we use to fill up the columns I try to select because of their human interest quality.

In the mail editions we naturally try to print matter that will be of interest to out-of-town readers, and in the city edition we naturally put our best local foot forward.

But, I believe that the predominating rule in making up the paper should be: *Let no rule of any kind interfere with a big story.* Sweep your page absolutely for a story that is worth it. There are not many stories that are worth seven columns of the first page of a paper. But when such a story comes along, do not let convention, routine, or ancient history tie your hands. Then, again, if the story is worth two or three columns on page one, give it that amount of space.

Personally, I think the best thing I ever did on the *Tribune* was in the paper telling of the Iroquois fire. There was not a word of the story of the fire on page one. It was nothing but a list of names, and names were what the people wanted. Until eleven o'clock that night I was going the old way, when I was struck by hundreds of people thronging the office upstairs and down-stairs, asking for names, names, names. I saw the point, and our first page next morning consisted of a title, a seven-column line saying, "FIRE IN THE IROQUOIS THEATRE KILLS 600 PEOPLE AND INJURES 500." Then the dead, arranged alphabetically, and after the dead the injured, arranged alphabetically. This had never been done, but the next afternoon the *Daily News* followed suit; so did some of the other Chicago papers.

I am simply telling you this to illustrate the point I am trying to make, that every emergency should create its own course of action.

I do not believe in breaking column rules on heads. I do not believe in the indiscriminate use of two and three-column heads. When you put a two-column head on an ordinary piece of news, you cheapen it; you destroy its value. And when you get a whale of a story, a two-column head will attract no attention. We have not had a two-column head on a piece of news in the *Tribune* for years. We went through the Japanese war without one.

Reserve force in heads is a good thing, for when you break your reserve and print an unusual, large, black one-column head, you immediately attract the attention of the reader, who instinctively says: "Here's something big; here's something worth while reading."

Boston Evening Transcript.
EDITORIAL ROOMS.

March 30, 1908.

Dear Sir:—In reply to your recent favor asking us for a sample front page, I am enclosing same. I am afraid that we cannot give you any tips about the make-up of a paper to which you are not already wise, but possibly you would be interested to see the accompanying leaflet, which is one of the few declarations of principles that we have made—they sound so prosey and priggish.

Very truly yours,

Managing Editor.

Verne E. Joy, Esq., G. S. U.
Centralia, Ill.

In the booklet referred to is the following:

"Transcript is unique in American newspaper-making. It plumes itself as much for the matter which it omits as for the matter which it admits. It assumes that you want news—that you want it classified and proportioned and elucidated according to its importance, not according to its sensational possibilities. It presupposes your preference for decency and your lack of interest in scandal and crime; and it takes for granted your open-mindedness and your impatience with a narrow or dogmatic editorial policy.

Besides the practical education derived from these communications and the study of these great dailies, Editor Joy has shown a stroke of intelligent enterprise, has secured variety for the issues of his own paper, and pleased his subscribers, and rendered a service to the newspapers throughout the whole country. The communication from each managing editor, appeared on the first page reproduction of the paper represented.

SOME "THINKS" FROM RUSTY MIKE'S DIARY, AS PRINTED IN WHITE'S SAYINGS

The advertising solicitor who knocks other mediums, like the dude who steps on a banana peel, never knows what's happening till he gets the laugh.

The advertising expert who readily gives advice on any subject, like the tramp war veteran, is usually talking for something to eat *now.*

The man who turns his advertising over to his clerk, like the man whose wife cuts his hair, generally gets into the limelight all right.

Circulation statements of new publications, like the edicts of a young husband, are funny to all except the interested parties.

The merchant who thinks his competitor's advertising is rotten, like the cook who builds fires with coal oil, sometimes gets a lot of information very cheap.

Advertising spasmodically, like fighting the same way, is liable to get you a kick in the stomach in between times.

The man who has tried advertising once and unsuccessfully, like the beardless kid disappointed in love, talks like a pot of old glue.

The young designer's efforts in originality, like a beginner on roller skates, usually exhibits how not to do it.

The man who advertises a certain way because he knew a man who knew another who succeeded that way, like hash in a restaurant has not much market value.

The man who would not discuss advertising with a solicitor, like the parrot who talked too much, worked overtime on a wrong idea.

The advertiser who prints his own pictures, like a girl with a grouch on company night, frequently regrets it.

The man who has all the business he needs, like the man who knows when he has had enough to drink, usually has more than he can handle rightly.

The freak advertiser, like the colored swell, creates attention and then some.

The average man's idea of good printing, like his wife's idea of his lodge work, is mostly suspicion.

Many a novel advertising scheme, like the small school boy's love of his teacher, isn't a good topic of conversation a month later.

Many advertisers cut down their advertising expenses, like some smokers cut down smoking, by using twice as much of the cheapest.

Signing an advertising contract feels to some advertisers, like sticking the finger down the throat, in that in a minute there will be something to be sick about.

The bargain hunter in advertising, like the patron of the matrimonial agency, gets merchandise that did not market in regular channels.

Original or clever advertising, like sensational actresses, frequently get them more talked about than for.

The solicitor who over-estimates, like the boy who gets caught in the pantry, never meant it just that way.

The man with a get-rich-quick scheme, like the perpetual motion expert, generally theorizes principally, on why the other fellow failed.

The genius in advertising, like the bright child of the minister, frequently, just needs a dose of woodshed.

INSTRUCTIVE STORY OF TRAVEL

TRAVEL is of value to all men and especially so to printers and editors, who should know all things that concern their own and adjoining countries, both for the information received and for the awakening of interest in affairs and in the progress that is being made. Travel broadens the view and stimulates to activity. No excuse is necessary for telling the stories of the intelligent observations and the happy experiences of the members of the National Editorial Association attendant at the recent convention in St. Paul.

Ex-Governor A. B. White of West Virginia, contributes an interesting chapter as follows, to the *State Journal* of Parksburg, W. Va.:

The twenty-third annual meeting of the National Editorial Association of the United States was held in the city of St. Paul, Minnesota, August 17-23. As a life member, having been President of this organiation twenty years ago, and a delegate from West Virginia, it was my privilege to attend this meeting of the Association, which was one of the most interesting in its history. There were forty-eight state and inter-state associations represented by over two hundred delegates—besides a hundred accompanying ladies.

The eastern and central state delegates rendezvoused in Chicago Saturday morning, August 15, and were the guests of the "Allied Trades of Chicago" for the day, including a tally-ho drive through the southside boulevard and park system, a visit at the Field museum, and a dinner, vaudeville and other entertainments at the White City that evening. The day was a beautiful one and the hospitality very cordial. I "re-nigged" on part of the drive and saw a National League baseball game, when Philadelphia defeated Chicago.

Sunday morning on a special train over the Burlington route—the Mississippi River Scenic line—our party of about one hundred and twenty-five people left for St. Paul. It was one of the very hottest days of the year, but the ride was along some of the notably striking river scenery of America. A stop of over an hour was made about four p. m. at the prosperous and handsome city of La Crosse, Wisconsin, about a fifth larger than Parkersburg, and with some notably fine residences. We were met by automobiles and given a ride over the principal streets and dropped at Elks' Club for refreshments. It was a delightful break in the day's journey and we had the pleasure of the company of Editor Candrian, wife and daughter, of this city, from that time on through the St. Paul meeting and the two weeks' trip which followed.

Arriving at St. Paul late Sunday evening we made headquarters at the Ryan hotel and for a solid week were in the hands of the cleverest set of public-spirited citizens it was ever my good fortune to meet. The Commercial Club and the editorial fraternity had left nothing to be wished for. St. Paul, the capital city of Minnesota, is famed for its beautiful scenic surroundings. Located on the high limestone cliffs of the Mississippi, at the head of navigation, it is one of the most up-to-date and progressive cities in the Union. Its population is considerably in excess of 200,000 and I saw a vast change in the city over sixteen years ago, when I last visited it. Its manufacturing interests are varied and its business far-reaching. The new state capitol building, of Minnesota granite and Georgia marble is one of the finest public buildings in America and its architectural design and magnificent beauty is unsurpassed. It cost six millions and could not be rebuilt for eight millions.

Your readers will not be interested in the details of the Editorial Association meetings, though some notable papers were read by distinguished men. Probably the most notable paper and the one causing the most discussion was by Hon. A. L. Lawshe, Third Assistant Postmaster General, on "The Attitude of the Postoffice Department Toward Newspapers and Second-class Matter." The sessions were varied by half-day holiday excursions, some of which were unusual, but can only be briefly referred to.

Monday noon we left the old state capitol, where the sessions were held, in street cars for Stillwater, a beautiful city twenty miles away, where a luncheon was served on arrival and then a steamer ride taken on the St. Croix, famed for its beautiful Dalles and great lumber industry. Then a visit was made to the penitentiary, made famous as the residence for a quarter of a century of the notorious Younger brothers. Our party all got in and by good luck all got out. A drive and auto ride over the city followed and the return trip was made by street cars to the plant of the White Enamel Refrigerator Company in St. Paul, where a collation was served and a dance given. In passing permit me to say that the street car system of St. Paul and Minneapolis is the best equipped and managed system I have ever seen.

On Tuesday afternoon the ladies had a reception given them at the Commercial Club parlors and a theatre party at night, while the delegates stuck to their work, having a night session.

Wednesday afternoon the Association went on a trip to Wildwood Park, on the shores of White Bear lake, for an outing, followed by a reception at night by Governor John A. Johnson and the state officials at the new state capitol, which was illuminated from basement to dome. It was my good fortune to attend a dinner that evening at Minneapolis, at the home of Past President Collins, in honor of the past presidents and their ladies. There were nine of the "has-beens" present and the superb dinner and the feast of reason and flow of soul will long be remembered by those of us privileged to be the guests of Mr. and Mrs. Collins. We attended the reception at the capitol and met Governor Johnson. He had that day been renominated by the Democratic party, over his protest, for Governor and had not stated as yet that he would accept, though we all felt he would feel obliged to do so. I studied the man as closely as I could and talked several times with him. Somehow or other he did not impress me as being of presidential caliber—I may be mistaken. He made a favorable impression on me and has made a good governor. Whether for the third time he will be elected Governor of Minnesota is at least a doubtful proposition.

Thursday afternoon we all had an automobile ride through St. Paul and its many parks, over to Fort Snelling and out to Minnehaha, as beautiful as ever, along the heights of the Mississippi and back to town. With some Pennsylvania friends I was the guest of one of the great manufacturers of St. Paul and to show us what his Packard could do he gave us a taste of fast life at more than fifty miles an hour. We decided that we wanted "reform" and no such fast life. At eight p. m. we went to the Auditorium—the pride of St. Paul—where a vaudeville in our honor was given in a theatre seating 3,000, and then, without leaving our seats, we saw the proscenium arch disapear, the boxes with their occupants swing bavk to the side walls, the scenery vanish and a great hall capable of seating 10,000 people come into being. At one end of the vast auditorium tables for 500 guests were already arranged, and a course dinner was served, followed by dancing on a floor of an acre or more in extent. There's nothing stingy or small in St. Paul. The new Elks' Club, a beautiful and costly structure, adjourns the Auditorium and has a fine body of members.

Friday was "Minneapolis Day" and we were the guests of the "Commercial Club" of that great city of over 300,000 people for the day. We were "badged" and taken by special trolley cars, via Como Park and Lake Harriet to Lake Minnetonka where a picnic lunch was served at Big Island Park, and then a tour of the Lake by steamer, giving us the opportunity to see the finish of the great yacht races of the year. Then by trolley to the city, where at Donaldson's tea rooms an elaborate dinner was served, at which some notable toasts were given and some witty and eloquent responses made. It was a great day when we were the guests of Minneapolis and one of the most beautiful ones of the season. We were conveyed by special trolley back to St. Paul.

At 8 A. M. Saturday the party left on a chartered steamer for a trip of some fifty-two miles down the river to the picturesque manufacturing town of Red Wing, where we arrived at noon. A dinner was served at the Armory and then the formal welcome and exercise took place at Sheldon Memorial Auditorium, followed by the dedication of the new Red Wing Printing Company's building, by "Father" Herbert, the first president and founder of the N. E. A., who was at that time located in Red Wing. Auto and carriage rides over the city took up the time till the boat started on its return trip.

Sunday morning was one of rest; but early in the afternoon we left St. Paul on our chartered cars, which were to be our home for the next two weeks, for Duluth, "the zenith of the unsalted seas," at the head of lake navigation, "where the rails and water meet." We arrived in time for late dinner. When I last visited Duluth in 1892 it was a "scraggly" city

of 20,000 and the great Messabe iron deposits were just coming into the market. Today it is a great city.

Senator J. B. Castle, a Past-President of the Illinois Press Association, tells the story, in the Sandwich, Ill., *Argus*, in part, as follows:

Minneapolis day which was on Friday, proved to be a "Red Letter" day. At ten A. M. the party left the Ryan hotel by trolley, passing Como Park, the State Fair Grounds and Minnesota State University to Lake Harriet.

A tour of Lake Minnetonka was made in a large steamer, stopping at Big Island Park where a very substantial lunch was served. This was one very noticeable feature of the whole itinerary, that the Minnesota people never lost sight of the fact that the editors were a hungry set. This was a great big family picnic in a beautiful grove on a large island in this delightful lake. It was so restful and refreshing that we were loth to leave, although the "next" was always something equally good. In taking this trip around Lake Minnetonka we could fully appreciate its beauty as a summer resort.

On arriving at Minneapolis in the afternoon the party was piloted to the Glass Block store, where most of the ladies chose to make themselves comfortable in the inviting reception rooms at their disposal. Here every possible courtesy was extended to them and those who wished were shown about this large and very complete store. The men improved this opportunity to look about the business district of this thriving, hustling city.

In a large banquet hall on the fourth floor of the Glass Block store in what is known as "Donaldson's Tea Rooms," a banquet was served which would have done credit to a "Delimonico." It was appetizing, perfect in its appointments, and all that could be desired. After dinner speeches were indulged in, and the ladies all had reason to be proud of their representative, Mrs. Estelle Ryan Snyder, of Maywood. To the Commercial Club of Minneapolis the editors are indebted for a day full of so much real enjoyment.

7:30 A. M. seemed a very early hour for a party of four hundred to be at the docks ready for a steamer trip down the Mississippi to Red Wing; but the mandate had gone forth and in order not to miss a good thing all were on hand Saturday morning. The boat was appropriately decorated with Red Wing banners and pennants and as soon as the party was on board they were all provided with real red wings with which to decorate their hats and as souvenirs of the occasion.

A pleasant, restful trip was made down stream, good music was on board, dancing indulged in and all entertained in a way suited to each individual taste. On reaching Red Wing the party was lined up for a snapshot before being escorted to the Armory where a most bountiful spread awaited them. Next in order was a little speech-making at the auditorium and the presentation of tokens from the association to two of the outgoing officers for faithful and efficient service—to Mr. Wm. Steele of Seattle, the ex-treasurer, a pair of handsome cuff buttons, and to Mr. J. W. Cockrum of Indiana, ex-recording secretary, a silver service.

A short entertainment was then given introducing the gramophone with the moving pictures. Half a dozen Indians came out and sang "Red Wing" to the hearty enjoyment of all—following this was Patrick Henry's speech with the famous saying, "Give Me Liberty or Give Me Death." This was very novel and entertaining. Following this was an automobile and carriage drive around this beautifully clean and well kept little city, and our junior editor, Latham Castle, was especially pleased with the ride given him, as well as the other members of our editorial staff, by Mr. Willis Rich in a handsome automobile.

"The" feature of the day for the editors was really the dedication of the new office building of the "Red Wing Daily Republican." This paper has been published since 1857 and at one time was under the editorial management of Hon. B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST. While connected with the *Daily Repulbican* "Father" Herbert organized the National Editorial Association, and what more fitting than that this Association should be at Red Wing to assist in dedicating this new office?

Hundreds of other papers, coming from every State in the Union, contain full accounts of the trip, beginning with the entertainments given by the members of the Allied Trades of Chicago and ending with the day passed at the Minnesota State Fair. A complete review will appear in the November issue of this paper, but this much is given as a foretaste.

THE LOOPHOLES OF THE PRESS

BY DR. W. A. BLACKWELL, CHICAGO, ILL.
447 IRVING AVE.

When you buy a daily paper
And its "front" you quickly scan,
Have you ever paid attention
To the way the headings ran?
They tell you of direful, dreadful deeds
That make your blood run cold,
But when you read the "article"
Here's a loophole (?) you behold.

"Old Lanky Bob to Fight Again?"
The point I hope you see;
This is a sample of the heads
Now used so full and free.
They present their little story
And they quickly make their play,
Then the lonely litle joker (?)
Takes full half their worth away.

When you read news rich and racy
'Bout frail woman or fast man,
You takest keenest satisfaction
Helping place the social ban;
But when you reach the bottom lines
And see the word "Allege,"
You can't believe one word you've read
When the scribe begins to hedge.

There's no choice for copy-reader,
If he wants to hold his job,
Because the city editor
Would begin to sigh and sob:
"When telling tales right out of school,
And would show yourself alert,
You'll save me a suit for libel
If you use the word "Assert."

THE LOOPHOLES.

"It is alleged,"
"It is averred,"
"It has been said,"
"It has been heard,"
But when you kick they gently squirm,
There's nothing that they will "Affirm."
"It is avowed,"
"It is allowed,"
"It is agreed."
"They all concede,"
But when you threaten them to hit,
There's nothing that they will "admit."

MORAL.

When you read the daily papers
And the "Scary" heads you see,
Remember these few trenchant lines
Wherever you chance to be;
Folks never had much confidence,
And its growing less and less,
Since becoming well acquainted
With the loopholes of the press.

"CAN'T DO WITHOUT IT"

ROCK HILL, S. C., Sept. 9, 1908.

MY DEAR SIR:—Enclosed find $1.00 as part payment on a year's subscription to NATIONAL PRINTER-JOURNALIST. Can't do without it. I will keep my end going.

I am going to give some one a close rub on that first prize if they don't look out.

Hastily but respectfully,
SAMUEL H. WHITE, Foreman.

FIGURES AND SCIENCE OF THE PAY ENVELOPE.

HERE are some very pleasing figures and enlightening facts in the following from an extended article by James H. Collins, in a recent issue of the *Saturday Evening Post* of Philadelphia:

The American pay envelope is a great institution.

Our factories alone pay out $2,600,000,000 yearly in wages. Our railroads add $340,000,000 more—40 cents wages on each dollar they receive, it is figured. Pittsburg's payroll in good times is a million dollars a day, counting Sundays.

Mere size, however, isn't the only consideration.

How it is made up and handed out—these count, too.

So employers are all interested in wage systems and the latter are endlessly varied, while many of the labor troubles are fought out not so much over amount of wages as the system by which they are paid. Just the tiniest little screw loose in a factory's wage system plays hob, and such tiny screws *will* insist upon getting loose in a plant where everything is ostensibly running blithely.

In one of the departments of a great American watch factory, for example, a new boy was put to work one morning.

He was about the best boy that ever went to work in that plant. He had twice as much upper story to his cranium as any of the round faced Polish lads working there, and only half as much muscle and animal activity.

His job was polishing wheels, or mainsprings, or some other of the 3,700 operations needed in turning out a watch, and it was piece work. Where the Polish boys did $8 worth of work a week with their muscles, this new chap went to work with that tall head of his, and by the end of the first week had schemed out a system by which he earned $16. The idea of anybody making that much money in this department, however, shocked the superintendent. Without investigating, he cut the rate, so that the Polish boys made but $6. The new boy was interested in the work by this time, and set his head going once more, and schemed another scheme that brought him up to $16 again, and shocked the superintendent a second time, and brought another cut that landed the Polish boys on a common level of $4. And still the new boy wasn't discouraged. He thought harder than ever, with the outcome that, in two months, the piece rate in that department was cut *four times*.

WHAT THE NEW BOY BROUGHT ABOUT.

Then the new boy concluded that, while the work was very pleasant and the wages good, still he believed he didn't want to be a great watchmaker. He would rather be a great editor. So he quit and got a job as galley boy in a printing office.

By that time all the Polish boys were down to wages so low that it was not certain but that, when Saturday night came, they owed the company something for the privilege of working in its fine plant. For none of them could hope to keep up with this phenomenon of a boy who had come in and unsettled wages, and then gone away again. So there was trouble, and many quit, and others took their places and quit too, and, finally, that department bred a strike that was the scandal of a factory that had always had happy relations with its people, and for two years, long after the original cause of all this trouble had gone away and been forgotten, there were complaints and heartburnings and friction in that department.

Obviously, here was a superintendent who didn't know his own factory. Otherwise, no cut would ever have been made on that class of piece work; but, instead, the remarkable talent of the new boy would have been discovered, and overtures made to him to stroll around the place and see if he couldn't suggest improvements in the way the product was being turned out.

Hundreds and hundreds of strikes have grown from precisely this cause—either a "pacemaker" being entertained unawares, and followed no further than the payroll, or else a "pacemaker" introduced intentionally where employees are working on piece rates, for the purpose of speeding production. The next inevitable step, in most cases, has been a reduction of the rate. And the *next* is usually a strike.

It is on this side (the blind side of many employers) that farsighted men today are building up wage systems based on science as sound as that brought to bear in any other technical manufacturing problem. These systems are first laid down right, then administered justly, and they bring out initiative, inspire loyalty, give an output free of restrictions, and attract the best workers.

The principle of most of them is payment of a bonus or premium for extra production. Sometimes such payment is added to regular day's wages. Again, it is a bonus on a piece rate.

Many sounding phrases have been tacked on to different types of this system. Some sanguine persons call it "co-operation" or "profit sharing." In plainest terms, however, the employer makes a contract with his men and both live up to it. It is a fair price, and the workman can earn every cent he is capable of earning, knowing that his extra effort isn't going to handicap or lower the wages of men alongside him. And what he earns is paid, not in dividends or a share of profits at the end of the year, but in wages every Saturday in the pay envelope, in real money that can be handled, counted, spent.

Furthermore, this newer wage system strikes at the ugliest spot in the whole labor problem—which is that unlovely thing known as restriction of output by employees. The day for high invective about it has passed. Employers have begun to investigate in their own shops, and those who have gone furthest in their studies now admit that restriction was often a measure of self defense. The "pacemaker" with his heart in the work, like our friend in the watch factory, stimulated production, set a new mark, and brought about a general cut in rates. It was not always a deliberate cut, either, but often a blind slash, based on nothing more than one man's time card.

This newer science of the pay envelope is far-reaching.

In one case an expert was engaged to see what could be done about bringing harmony to the discontented work force of a large machine shop in the Middle West. When he got through, the whole business was reorganized down to the very selling staff, and he finished by becoming president of the company.

There the old practice was to turn a "pacemaker" into the plant haphazard, and blindly require all workmen to come up to his abnormal efficiency *this* sort of employee first goes to work out absolute data of production. Good mathematical skill is brought to bear on the production of an average mechanic in machining metal parts.

It is very certain, that so long as the fixed charges of a business, rents, interest, wear and tear, soliciting, superintendence, book-keeping etc, etc., must remain substantially the same, from year to year, that efficiency and speed in production are of benefit to the employers, and to the workers, as well, if the workers are fairly treated and if they are intelligent, they will look to that or other employers, who are alert to meet competition, will help to solve the difficulty by offering higher wages to these efficient workers, whose lights cannot be hid under a bushel. The fixed expenses of a business must be met or the business cannot be conducted, and the higher these fixed changes are, the less there is left with which to pay the workmen. The limitation of the out-

put lessens to that extent, the amount that is to be available with which the workers are to be paid. One of the great wrongs of watering stocks and endeavoring to make a business pay dividends on fictitious values, is the robbery of the workmen whose labor earns these dishonest dividends. On the other hand, the limiting of the product likewise robs the workers, by making the payment of higher wages impossible and also robs the owners and wrongs the consuming public. The result or profit of increasing the product, on just and intelligent business principles, is divided equally between the workers, the employers and the public. It is profitable for both the workers and proprietors, that the customers or purchasers should be sharers in the greater efficiency in production, through lower prices, for lowered prices always increase consumption and increased consumption opens the market to the profitable increase of production. This world, all human society and all natural laws are founded on principles of compensation and honest reciprocity. For whatever is taken away a full return must be made or the equilibrium is destroyed and calamity follows. What is taken from the soil must be returned to the soil in some form of restitution by fertilization or the land must become impoverished and unproductive. The moisture that is taken up by the sun's rays must be returned to the earth in due and rain or the earth will become arid, parched and unproductive. Every wrong done reacts upon the doer of the wrong or upon those who stand in his place or associated with him. Every intelligently performed good deed brings its rewards and blessings. Intelligent, increased efficiency, in worthy production, is a blessing to all within the reach of its results.

OBITUARY

The *Madison County Democrat,* of London, Ohio, in its issue of September 11th, records the death of Ormond M. Bryan, the junior editor of that paper.

The following tribute is from a sketch of his life, given by his brother, C. E. Bryan, the senior edtor of the *Democrat:*

Ormand Masterson Bryan, aged fifty years and six months, the second child of Marcellus Leroy Bryan and Martha Masterson Bryan, came into this world March 15, 1858, while his parents were residing at Columbus, O. Several months after his birth his parents moved to London, bringing with them their infant son and daughter. Here the parents resided until called to the Great Beyond, ripe in the fullness of their years, and surrounded in their last days by their children and grandchildren. Ormond is the second of their eight children to follow them into the other life. After a long and suffering illness, patiently and uncomplainingingly borne, he quietly passed away Monday morning, Sept. 7, at 10 o'clock.

As a boy he was kind and considerate to others, willing to bear his part in the duties of the home; affectionate to his parents, yet, with all, had a natural, quiet reserve of manner which allowed few intimates, yet won many friends. His industrious nature showed itself in early boyhood and marked him throughout life. At school he was a hard worker, and although in his younger days it was frequently necessary for him to be absent to assist his parents with their large and growing family, yet he never complained but only worked the harder with his books, when permitted to resume his studies.

In 1874 he graduated from London High School, in a class of six, the other five being: George Lilly, the Misses Jennie Burnley, Marie Cartzdafner, Libbie Gain and May Riddle. At that time Wm. Hartford was superintendent of schools, and Miss Lizzie Maxey, principal of the high school. After graduation, he devoted several months to work in the newspaper office, after which he took a year's course of study in Ohio State University, Columbus. Returning to London, he resumed his work in the *Democrat* office, where he continued until his last illness. Nine years ago he formed a partnership with his brother, Chester E. Bryan, and they purchased the newspaper plant and business which was jointly owned by them at the time of his death.

He became a member of the fraternal order of Knights of Pythias, soon after reaching his majority. A few years afterwards he joined the Odd Fellows and Masonic fraternities. He was a consistent member of these three organizations and often spoke of and greatly appreciated their kindly assistance and sympathy in his last illness.

Ormond had proven a good and progressive citizen of London. He took great pride in the welfare and advancement of the village. His hand was ever open to charity and his heart filled with sympathy and kindness for those in affliction. While he will be greatly missed in this community, yet in the hearts and in the homes of those who knew him best, he will ever be remembered with that same great love which he bore to all.

It has been said that to truly know a man one should know him in his own home. Here is where Ormond appeared at his best. Few men were more devoted to their homes than he, or gave more time, outside his business hours, to its enjoyment. Surrounded by the loved wife and affectionate children, beneath his own vine and fig tree, was his Paradise on earth. The cares of the breadwinner were left to the outside world when he entered its sacred portals. Here love, kindness and affection reigned supreme and all found joy in administering to the happiness of one another.

When the die was cast that meant good-bye to all that was dear in life to him; when physician and friend announced the near approach of the hour when the silver cord should be loosened and the golden bowl broken, he felt no fear for himself—only pain for those loved ones whose hearts were breaking. He bravely looked death in the face and feared not, for the faith was strong within his breast that the coming change meant only a short separation. "I am not afraid to die," murmured he, when the darkening pall of dissolution was closing about him. Hope and faith in a future existence were a part of his every-day life, and it was a life well spent in making existence better, purer, and more noble for those about him.

"God's finger touched him, and he slept."

Seven weeks before his death, he left his office work, saying he felt badly and would rest at home a day or two. He never came back. His empty chair, beside his abandoned office desk, is a sad reminder each day to those who wrought with him and loved him, that his duties will know him no more.

To the Business Man who Says He "Doesn't Need to Advertise."

Does your business, as you are conducting it now, show progress, or are you just "keeping at it?"

Are you getting anywhere?

If your business runs another year under present methods, will it show any growth?

These are questions which are bound to arise in your mind and in the mind of every business man. If your answer is "no," then what are you doing about it? Are you in a rut and making no effort to get out?

Your answers to these questions must classify you—they measure the difference between the progressive man and the man who is standing still.

If you *are* at a standstill and you know it, why don't you do something about it?

The penalty of unprogressiveness is dry rot.

Don't deceive yourself by an easy-going optimism into any false ideas about the rut.

Get out!—White's Sayings.

AFTER FIFTY-SIX YEARS IN SERVICE, A. O. BUNNELL OF THE DANSVILLE, N. Y. ADVERTISER RETIRES

ALL the readers of the NATIONAL PRINTER-JOURNALIST will be interested in the announcement that A. O. Bunnell, one of the very highly esteemed and much beloved Past-Presidents of the National Editorial Association, and for forty-one consecutive years the faithful Secretary and Treasurer of the New York Press Association, has sold his paper to Messrs. Joseph W. Burgess and Frank J. Brettle, and entered upon a period of semi-retirement, after fifty years of arduous work in the printing and newspaper business. He could not wholly retire from the service that has enobled and made him sweet and lovable in his life and writings and endeared him, not only to the people of Dansville, N. Y., for whom he has labored so faithfully and efficiently, but to his fellow editors throughout the Empire State and throughout the Nation. He still expects to do good work and wishes to be considered in the fraternal ranks of the editors. His announcement in his own simple, direct words, is a model and will be read with interest by all who love the man and the calling that he has followed so long and so loyally. Here it is:

THE ADVERTISER CHANGES HANDS.

August 20, 1852, we entered a printing office as an aprentice. With the exception of a comparatively few days our life has since been bounded by printing office walls. August 2, 1860, we issued the first copy of the Dansville *Advertiser*. Nearly every one of its 2,515 numbers to August 27, 1908, has received the impress of our hand. For many of the earlier years our editorial work was done at night, our daylight hours being spent in the mechanical department. For all the later years we have been busy wherever the demand was strongest Fifty-six arduous years a printer. Forty-eight of these an editor and publisher. We frankly confess we are wearied. We need not tell our readers that the strain for the past few years has been too much for us. The *Advertiser* has told the faltering story. We did not need to have our physician warn us that we must seek a respite. We have taken his advice. This is prefatory to the announcement that we have sold the Dansville *Advertiser,* its complete equipment and good will. The sale took effect September 1. The purchasers are Joseph W. Burgess and Frank J. Brettle. Both are natives and lovers of Dansville. Both have had apprenticeship in the *Advertiser* office—Mr. Burgess in the editorial, Mr. Brettle in the mechanical department. Both have since had long and valuable experience as editors and publishers. They are honest, industrious, enterprising, progressive men, and in the prime of life. We believe we can safely entrust our *Advertiser* to their keeping. May they make it more useful than ever to this community and to the world. They are ambitious and will do their best. They are comparatively young, and we can say with all our heart,

"We rejoice to see the young
Spring forward in the race
Eager as we were and as full of hope
And the sublime audacity of youth."

They have no easy task before them. We wish for them, and ask for them, the good will and practical encouragement of the large *Advertiser* family, of our fellow citizens and of the public generally. We promise them our most cordial support. We have an enduring love for the *Advertiser* and its friends. We could no sooner desert them than a mother could forget her firstborn. This is not goodbye to them, but good-day. By request of our successors, we shall continue to contribute to the *Advertiser*. We hope to do some good work yet for its readers. The *Advertiser* is a part of the history of progressive Dansville of which we may have much to say.

In this connection we cannot refrain from acknowledging our great indebtedness to Miss Katheryn L. Perry, who for twenty faithful years as stenographer, typewriter, bookkeeper and assistant editor, has done most valuable work. We rejoice to announce that Miss Perry will continue for a time this excellent service for the new proprietors. Thanks are due to our many employees of nearly half a century, who in variant ways have been indispensable. We beg our host of editorial friends throughout the State and Nation, to consider us still with them in the fraternal ranks of service.

In grateful remembrance of all these favors, environed by friends and in congenial work, we hope to breathe yet many years the benign atmosphere of "Cheerful yesterdays and confident tomorrows."

A. O. BUNNELL.

Mr. Bunnell, within a few years, has built for himself and wife a new home, on the hillside overlooking beautiful Dansville, and, in expression of his feeling of its preciousness, has named the place "Topcol," after the most valuable position in a newspaper—"top of column, next to pure reading matter," Here, in the midst of the pleasant surroundings of his own and adjoining gardens and vineyards, he expects to do his writing.

Mr. Bunnell's sentiments toward, and his love for, the calling, was well expressed in a brief address of thanks, at San Augustine, Florida, upon receiving a rich token of esteem from the members of the National Editorial Association at the close of the memorable convention of 1895, over which

A. O. BUNNELL.

he had presided. He then said: "I love my profession, I love my fellow editors and I love the editors' wives, and I shall love them all the more because of this memorable occasion. The fragrance of printers' ink is ever dear to me, recalling scenes of my earliest experience in a printing office, and the loud unrest of the pressroom has always been music in my ears. These and everything about my daily work will bring this scene before me again and again. Under the majestic spell of memory, the walls of my lowly home will often expand to an infinite distance to enclose your familiar faces and will become articulate with kind words of love and esteem. That this rich gift and these good words include my true and honorable wife, as dear to me as are the ruddy drops that visit my glad heart, make them doubly dear."

These noble thoughts and sentiments dropped from the lips of Mr. Bunnell, without premeditation, revealed the man. May he and his good wife live long to enjoy the memories of their golden lives and may Brother Bunnell devote some of his leisure hours to the writing out and printing in book the rich memories, practical knowledge and experiences, that he has gathered, for the edification and delight of his brethren of the press.

In looking over the proceedings of the San Augustine Convention, we have hit upon a paragraph in President Bunnell's annuall address, that, in view of the address of Past-

President Walter Williams at the recent meeting in St. Paul, on "The Missouri University School of Journalism—What and Why," deserves reprinting, after the lapse of fourteen years, showing that the planting and constant cultivating of a worthy idea or plan is sure sooner or later to bring fruitage. Mr. Bunnell said: "At the first regular convention of this Association, held in Cincinnati in 1886, President Herbert, the originator of the Association, forcefully advocated that among the first works of the Association should be the taking of steps for the establishment of a college of journalistic training in a few of the existing universities. Every succeeding President from that time to this has 'taken steps,' but for the lack of propelling force on the part of the Association, these steps have been simply up and down. Movements without any advance. It seems to me that after years of marking time, at this commencement of our second decade, the sharp command should be given to 'forward march?'" The order of "forward march" has been given and now let all newspaper men who prize the high value, the greater appreciation, dignity, influence and usefulness of the calling, fall in line to support the institution that has been founded largely through suggestions of the Presidents of the National Editorial Association, and the direct co-operation and work of two Past-Presidents of the Association, E. W. Stephens and Walter Williams, whose location at Columbia, Mo., the seat of the University adopting the plan, has afforded them signal opportunity for success in their work.

We wrote of Editor Bunnell in 1896, and repeat now: "Few are his equals as a graceful newspaper writer; few can excel him in sweetness of expression or thought; few have won such warm friendships and so widely extended an acquaintance in State and Nation. Self-education, rare gifts of heart and mind, a life of probity, industry and public spirit have won for him what he richly deserves esteem, confidence and love."

EVOLUTION IN PRINTING

The story is told that one of the large steel companies of Pittsburg started on a new plant, and, after the building and equipment were well under way, discarded the whole and rebuilt on newer methods, which greatly improved the facility and quality of product. While many radical changes are made in many manufacturing lines, there has been an interesting evolution in printing, although seldom to such an extreme. Methods of manufacturing and standards are undergoing constant changes, and these are of vital importance to the printer and to the user of printing. It is stated that the average life of a cylinder press is ten years. This does not mean mechanically the press is exhausted in that time, but that the changes in kinds and standards of work are such that the press of ten years ago is not adequate to present requirements. What is true of the pressroom is equally true of the composing-room. Machine composition for daily papers and much of the straight matter of commercial offices give greater output and wider scope. Styles of type faces have been modified to meet the new requirements for catalogue and commercial work, much of which must harmonize with illustrated matter.

Both presswork and composition have been greatly influenced by the era of illustration. Better inks, better paper, refined color schemes and harmonious typography are all required. The demands upon the printer's personal abilities have been correspondingly increased. The diverse uses of printing-press products and the development of different styles to correspond with the requirements in commercial forms, catalogue work, periodical and book-making result in constant evolutions with which the printer must keep pace.

While it is significant that the number of individual printing offices has increased, contrary to the tendency to consolidation in other lines, there has been a marked advance in the character of these offices. In the modern new plants every advantage is taken of the progressive arrangements by which work follows a definite course without turning back, and of organization into departments, supplemented by approved systems of correspondence and accounting.

The new style of one-story manufacturing establishments in suburban locations has been adopted with marked success for printing plants, and there is every reason to believe that the further adoption of this kind of plant, with its attractive environment, will tend distinctly to better conditions and to a higher standard of product for offices so located.

The final and most important feature of evolution is the new basis under which the printer attains a professional position. Under the most advanced methods of book, periodical, and commercial work there is intimate cooperation between the publisher or advertiser and the printer, while upon the latter is placed the responsibility for the distinct style and mechanical standards of product. Because the field is greater and the competition keener, the advance towards a professional status has been more marked in commercial than in other lines. Where there is keen competition as in retail marketing of silverware and other industrial art products, the printer must co-operate in producing the most attractive and efficient catalogue. The mechanical and other qualities of automobiles must be described in catalogues which involve not only great technical skill in illustration, but the finest use possible of design and color, in order to produce work which shall be as practical, suggestive, and attractive as possible. The day of printed salesmanship has come in nearly every line of manufacture and commercial affairs, and, corresponding with the newer uses of printing-press product, printers are developing professional standing and special classes of work according to the value and efficiency of their output. With the prospect of still further increasing in the facilities of mail and transportation, printing-press products will have a correspondingly greater part in business affairs. There is every reason to believe that evolution will continue towards still finer printing establishments, the higher professional status of the printer, and correspondingly greater returns for the ability which the printer develops.

—"Caxton Magazine."

EDUCATION ALONG THE COST LINE

CHESTER B. AMES MANAGER PRINTERS BOARD OF TRADE OF TORONTO.

Despite all that has been said and written regarding the cost question, it is a lamentable fact that so far there has not been evolved a simple, practical form of arriving at cost applicable to the small printer.

The large printer, on the other hand, has a choice of several first-class systems, any of which are good and suitable for him, but which require an efficient office force—something the smaller fellow has not—and which he is too busy (or thinks he is) to carry out himself.

It has often been said that no man would sell printing below cost if he knew it. If, however, the method of ascertaining that cost is so involved that a good many cannot understand it, and, therefore, only half believe it, should there not be a way found out of the darkness, so that it would be as plain as A. B. C.?

It is certain that printers have brains enough to solve this problem, but they have, in most instances, been afraid of it—it has been a bug-a-boo.

The many different interpretations of the word "cost" by printers would be amusing if the results did not make for sadness. One firm told the writer, sometime ago, that his "cost" was the amount paid for labor and stock. To this lump sum he added 50 per cent for his profit. This method was

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THE TROY, N. Y., REPORTER, AND "OLD HOME WEEK"

TROY, N. Y., is a city that, for a decade of strenuous years, has made most commendable and highly successful efforts for advancement. One of the active agencies in this noble work is the *Reporter*, published by the Troy Newspaperwriters Association. The last issue is gotten up in a highly artistic style, on heavy enameled book paper with best typography and presswork, beautified by profuse halftone portraits and other illustrations. It contains the "Official Troy Old Home Week Program." Every home paper could get valuable lessons as to special, promotion editions or departments from this issue, that was issued for "Old Home Week," from September 6 to 9." These occasions are being made much of, all over the country. We attended one at our old home in Red Wing, Minn., on August 22-24, and in addition to the dedication of the new Red Wing Printing Co.'s new building, assisting in the laying the cornerstone of the new M. E. Church building in that city, and shaking hands with hundreds of old friends, some of whom we have not met for forty years, speaking at the assembly of the "old home comers" there, and at a reception to a departing pastor of a United Presbyterian church in Chicago, we have traveled from St. Paul to Boston and back; attended the convention of the United Typothetæ of America at Boston, and tarried a week in Boston, taking in Nantaskett Beach; visited Lexington and Concord, Mass., and the old homes of Emerson, Hawthorne and Allcott, at the latter place; reviewed, in listening to the words of Thomas Todd of Boston, the battle of Lexington, and learned about New England farming from Past-President Ellis; traveled to Franklin, Mass., Mystic, Conn., New York City and to Philadelphia, Pa., where they were preparing to celebrate the two hundred and twenty-fifth anniversary of the founding of that city of "Brotherly Love;" visited Buffalo, N. Y.; Toronto, Canada, beautiful Battle Creek and Kalamazoo, Mich., and contemplated the wonderful growth and conferred with enterprising citizens and viewed the great commercial and manufacturing industries of all these cities; edited, solicited business for, and gotten out two issues of the NATIONAL PRINTER-JOURNALIST, and two issues of a home weekly, here in Chicago; read proof and looked after ads and job printing, all between August 22 and September 5th; yet our mind has all the time been filled with memories revived at the "Old Home Week" in Red Wing, and thoughts of the new beauties and the satisfactory signs of improvement, and the progress witnessed. We have not been silent, during all our travel and work, as to our thoughts and have helped, as have others, to spread abroad the fame of the old home. We feel that at sixty-five years of age we have renewed our youth.

"The Old Home Week" pays a city, is a lasting joy to the home-returners and worthy the promotion of every newspaper. The occasion furnishes a field for enterprise along lines that will interest all the people, helps to a closer community of feeling, a greater, more worthy and aggressive city pride, promotes good feeling, improvements and business.

The *Reporter* says:

> There is no place in the movement for Doubting Thomases, or pessimistic fault-finders. It is an advance movement, led by unselfish and patriotic men, and, to the standard they have raised, with its motto—"All for Troy and Troy for All," those who are loyal to home will rally.
>
> The rally will not be for Troy Week alone, but for the future as well as the present. And, in that loyal rally none will be found more zealous or active than the Newswriters Association of Troy.
>
> It will, as it has from its beginning, uphold the hands and support the efforts of those working for the city's welfare, that welfare being very dear to it. In this yearly offering of the Association to the public thanks is again heartily given for many evidences of confidence and for generous patronage. The *Reporter* is not an organ of any party or class. It is the voice of men who labor conscientiously to serve the people of Troy in a field of effort not always rich in harvest, but abundant in opportunity to help. That help is now at the service of the people of Troy in making Troy Week memorable, and in the still more important matter of making the demonstration the beginning of a new era of local growth and permanent welfare.

Herein is manifest the true spirit and incentive of the worthy home newspapers in every American city. Every place that has two or more newspapers should have such an organization as Newswriters Association of Troy, or at least an understanding, that would amount to the same thing, loyally to co-operate for the city's upbuilding. This issue of the *Reporter* has one page, most attractively gotten-up, showing a photographic reproduction of the first page of every Troy newspaper, with a splendid portrait of each editor in the center of each of these reproduced pages and views of four of the principal newspaper buildings. Flashing rays of light emanate from an electric burner, in the form of an inkstand, on the top of a supporting frame. Over this is a wreath. The newspapers, who are constantly preaching publicity, show that they believe in their own doctrines.

Of course, the issue contains accounts, as well as illustrations, of what Troy possesses, in the way of population, industries, commerce, schools, parks, churches, history, residences and enterprising men, in brief, telling paragraphs, or told in excellent portraits and views.

We cannot give the whole program, but the following for "Church Day, Sunday, September 6th," impressed us as interesting, instructive and suggestive, as well as somewhat novel:

> Morning—Special Troy Week services in all the churches. Sermons, if possible, by former pastors. Subject, "Home." Special music by church choirs.
>
> 3 P. M.—Children's patriotic services on the green at Twelfth St. Park, Upper Troy. Addresses by Governor Chas.

E. Hughes and Speaker of the Assembly James W. Wadsworth; topic, "Patriotism." Presiding officer, Hon. Andrew P. McKean, President of the Common Council. Singing by children under direction of Prof. John B. Shirley, Director of Music in the public schools, Lansingburgh.

3:30 P. M.—Meeting at Prospect Park. Addresses by Governor Chas. E. Hughes and Lieut.-Governor Louis Stuyvesant Chanler; topic, "Patriotism." Presiding officer, Mayor Elias P. Mann. Singing by children under direction of Prof. James A. Moran, Director of Music in the public schools, Troy.

(All children in the city are invitaed to these services.)

7:30 P. M.—Evening services under direction of young peoples' societies and sodalities of the churches. Addresses by prominent speakers; subject, "Good Citizenship."

Thousands of our cities have not yet had an "Old Home Week," and here is a chance for enterprising citizens to promote such an occasion.

BROAD AND INTELLIGENT WELCOME TO EDITORS AND THE DEDICATION OF A NEW NEWSPAPER HOME

NO newspaper in the United States ever gave a broader or more intelligent welcome to the members of the National Editorial Association, than did the Red Wing, Minn., *Daily Republican*. Large space in its great sixteen-page issue of Saturday, August 22, was devoted to the editorial visitors and the account was completed in the number of August 24th. Its editorial welcome was given under the title, "Thought Builders of the Republic," and was as follows:

Today Red Wing has the great pleasure of entertaining for a few hours several hundred members of the National Editorial Association. It has had the privilege during these last few years of greeting various distinguished bodies of men, but never in its history has there been within its borders at one time so many representative men from all parts of the country.

Red Wing has a peculiar felicity in giving welcome to these promoters of progress. Its respect and appreciation for the men who control and edit the influential newspapers of the land is large. But the interest in their gathering here is greatly enhanced by the knowledge that their splendid national association was instituted by our former esteemed townsman and ever loyal friend, Hon. B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST. It was while he was editor of the *Republican* that Mr. Herbert initiated the movement which resulted in the yearly mingling of news-gatherers.

The twentieth century newspaper must fairly vibrate with the finest qualities of human endeavor. Its mission has been well defined: "To give the news, to promote education, sanitation, trade, all worthy enterprises and greater prosperity; to help the greater number, the good to be better and all to be happy."

Never was liberty enlightening the world more rapidly than it is now, never was the power of the press so dominant, never was it so fully recognized.

It is certainly a matter of unfeigned pride for Red Wing that it is today honored by the presentce of men stimulated by high ideals and yet working along the most practical lines for the advancement of humanity—the everlasting lines of equity, of kindliness, of truth.

The wielders of the pen who here assemble come from every state and from all parts of a common republic. They represent all shades of political opinion but they have one creed to which they all subscribe: "One country and one purpose to help humanity."

Gentlemen and ladies, the city is yours while you stay and the best wishes of Red Wing's citizens for your continued prosperity and highest success are yours to bear with you on your return home.

May you find here, in some measure, as you inspect our factories, our business houses, our homes and our public institutions, something of that spirit of service for the public weal exemplified so constantly by yourselves in your various fields of activity.

The distinguishing feature of this glad day's program is the dedication of the new office building of the *Daily Republican*.

It is fitting and appropriate that these men and women of the National Editorial Association should participate in the exercises which mark an epoch in the history of the *Republican*. It would be the proper thing for them to assist in like ceremonies indicating the increasing prosperity of any newspaper. But there is a special significance in their presence here today because the national association and the *Republican* are co-related by a bond shared by no other newspaper in the United States.

The *Republican* has been published regularly since Sept. 4, 1857, and its nearly fifty-one years of life have been an evolution. The office has grown from the Washington hand press and a few fonts of battered type up to its present Linotype machines and rapid modern presses. The field it serves—at the beginning a pioneer settlement on the extreme edge of the western frontier—has steadily improved until city and county are today the home of a people of wealth, thrift and culture. The office force, which in the early days consisted of the editor and "devil," now numbers in all departments from thirty-five to forty people. The demands of business compel larger and better quarters and in response to that demand the new building is being constructed.

The *Republican* is proud of the men who have been associated with it as its editors. It has furnished the State of Minnesota one of its governors, in Gen. Lucius F. Hubbard, whose record as chief executive was that of a high-minded citizen. It is one of the added pleasures of this day that he shares these festivities and tells elsewhere in these columns of the founding of the paper. Another of its editors, Gen. S. P. Jennison, now living at Covina, Cal., also sends greetings in a communication printed in this issue. No man ever wielded a more trenchant pen than Gen. Jennison, and in the early political history of the state few men exerted such a power.

Following these men, for nearly ten years, the *Republican* was under the editorial management of B. B. Herbert. It was during his life here that he organized the National Editorial Association. Its members know how loyal he has been to its every interest and how unceasingly he has worked for its success.

It is especially fitting, therefore, that the man whom the editors here present, as members of this Association, call "father," and whom the people of Red Wing love and honor and know him as "Ben," should be the chief figure at the dedication of the new building of the *Republican*, which he served so well. Mr. Herbert's words of retrospect, wisdom and uplift given on this memorable occasion appear on another page.

In the presence of this gathering of distinguished thought-moulders the present management congratulates itself on the auspicious dedication of its new quarters, where, with better facilities than heretofore, it will endeavor to serve a loyal and splendid constituency with continued fidelity and zeal.

"TRAINING FOR JOURNALISM AS A PROFESSION"

A COPY of the first Bulletin, with the above title, of the new Department of Journalism of the Missouri State University, has reached this office. The school opened Sept. 14th with the following officers of instruction and administration:

OFFICERS OF INSTRUCTION AND ADMINISTRATION—DEPARTMENT OF JOURNALISM.

Albert Ross Hill, A. B., Ph.D., LL.D., President of of the University.

Walter Williams, LL.D., Dean of the School and Professor of the History and Principles in Journalism.

Silas Bent, A. B., Assistant Professor of the Theory and Practice of Journalism.

Charles Griffith Ross, A. B., Instructor in Journalism.

Edward Archibald Allen, Litt. D., Professor of English and Literature.

John Davison Lawson, LL.D., Professor of Newspaper Jurisprudence.

Isidor Loeb, B. S., LL.B., Ph.D., Professor of Political Science and Public Law.

Charles A. Ellwood, Ph.B., Ph.D., Professor of Sociology.

Norman Maclaren Trenholme, A. B., A. M., Ph.D., Professor of History

Jonas Viles, A. B., A. M., Ph.D., Professor of American History.

Murray Shipley Wildman, A. B., Ph.D., Assistant Professor of Economics.

Thomas James Riley, A. B., A. M., Ph.D., Assistant Professor of Sociology.

Herbert Joseph Davenport, A. B., Ph.D., Professor of Economics.

John Sites Ankeney, Jr., A. B., Assistant Professor (in charge) of Illustrative Art.

Warren Henry Orr, Student Assistant in Newspaper Making.

Ernest Roper Evans, Student Assistant in Newspaper Making.

We consider this chool, the facts connected therewith and instructive, suggestive and inspiring thoughts contained in this bulletin of sufficient worth to all newspaper makers and to all who expect to engage therein, to justify the publishing the same in full as follows:

Journalism, as a profession, attracts each year more men to its ranks. Nor is the supply of capable, well-trained journalists equal to the demand.

Opportunities for large public service are greater in journalism than in any other vocation and will be increasingly so as the public comes to depend more and more upon the press for information and guidance. The salaries paid for newspaper work have increased in recent years. The efficient newspaper man has an assured income from the very beginning of his work. Higher salaries come with large ability and special training. One American journalist has a salary greater than that of the President of the United States. The fascination of journalism, the sense of power, of creative work, of possibilities for usefulness, the position which journalism has taken in the world, appeal to the ambitious man who would make the most of himself. There is constant call for reporters, editors, special writers, correspondents, publishers, ad-writers, men in all departments of journalism, in city and country, on daily, weekly and monthly journals. It is to supply this demand, in the interest of the state, to furnish well-equipped men for leadership in journalism, with high ideals and special training, that the Department of Journalism at the University of Missouri is established. It is to train for journalism—not to make journalists. In thus training for journalism the University in large degree serves the State.

While all knowledge may be helpful to the journalist, those branches which bear directly upon his daily work are most important. Among these are English, history, economics, government, finance, sociology, philosophy, psychology. Courses in these and other subjects, specially designed for students of journalism, are given at the University of Missouri. In addition there are given courses on the professional side by experienced newspapermen, in the history and principles of journalism, reporting, correspondence, editorial writing, newspaper jurisprudence, illustrative art, newspaper publishing, and newspaper administration. A small but well-balanced daily newspaper is to be issued, giving to students actual laboratory work, the training of a real newspaper office. Thus is secured for the student practical experience in journalism, professional training and the broad outlook given by University studies and University life.

The course in journalism covers four years, leading to a degree, Bachelor of Science in Journalism. It may be taken in combination with the courses in the College of Arts and Science necessary to secure the degree of Bachelor of Arts, so that both degrees may be obtained in five years. Even should the student determine after finishing the course not to enter journalism, the training received will be valuable in other work.

Tuition in the Department of Journalism, as in all departments of the University, is free. The cost of living in Columbia is from $3 to $5 a week. Many students earn, during the school year in Columbia, sufficient amount to pay their living expenses. Admission to the Department is by examination or, without examination, by certificate from an accredited high school. Special students, over twenty-one year old, may be admitted without examination or certificvate if not candidates for a degree. The University catalogue, sent free on application to the University Publisher, Columbia, Misouri, gives full information.

The University opened Monday, September 14, 1908.

REQUIREMENTS FOR GRADUATION.

In order to secure the degree of Bachelor of Science (B. S.) in Journalism, the student must fulfill the following conditions:

1. He must be regularly admitted to the Department.

2. He must complete during the first two years of his course—6 hours of English, 6 hours of History and 12 hours of the other Social Sciences (Economics, Sociology, Political Science)—6 hours of Physical or Biological Science (Astronomy, Chemistry, Geology and Mineralogy, Physics, Botany, Zoology, Physiology)—6 hours of Modern Languages and 6 hours of Mathematics of Logic and Psychology.

These requirements may be in part waived on condition that the units presented by the student for admission show, in the opinion of the Dean, sufficient acquaintance with the given subject. Such examinations do not excuse from the requirement of total hours stated below.

3. He must complete work in Journalism to the amount of twenty-four (24) hours. The greater portion of this work should be taken during the Junior and Senior years.

4. The total requirements for graduation is one hundred and twenty (120) hours.

All elections must be made in accordance with the advice and approval of the Dean. In general, any study in the University which will tend to make the student a more efficient journalist may be elected, but no study may be chosen at random. No student may take more than 16 or less than 12 hours a week, except by special permission of the Dean.

PROFESSIONAL COURSES FOR UNDERGRADUATES.

Professor Williams, Assistant Professor Bent, Mr. Ross.

1. History and Principles of Journalism. This course is designed to present the main facts of the history of newspaper making, of journalism in various periods and conditions, the meaning and aims of journalism and its fundamental principles. Three times a week. Monday, Wednesday and Friday.

2. Newspaper Making. This is a laboratory course setting forth, in practice upon the daily newspaper, journalistic work in all departments. Monday, Tuesday, Wednesday, Thursday, Friday, at 2. Credits to be arranged. Professor Williams, Assistant Professor Bent, Mr. Ross.

3. Newspaper Administration. This course is a study of the conduct of newspapers from the view-point of editorial direction and control. Three times a week. Hours to be arranged. Professor Williams. This course is open only to Juniors and Seniors.

3b. Magazine and Class Journalism. This is a study of the making of magazines, of technical, trade and class journalism. Three times a week. Hours to be arranged. Mr. Ross.

4a. Comparative Journalism. A study of journalistic conditions in all countries with comparison with conditions existing in the United States. Two hours a week. Hours to be

arranged. Professor Williams. This course will not be offered during the session of 1908-09.

5. Newspaper Publishing. The business side of journalism, including discussion of advertising and circulation. Three times a week. Monday, Wednesday, Friday, at 12.

6b. Newspaper Jurisprudence. A study of laws that relate to newspaper publication, particularly the laws relating to libel. Two times a week. Hours to be arranged. Professor Lawson.

7. News-Gathering. This course considers the methods of gettings the news, by individual effort, by press associations, etc., and discusses the relative value of news and its treatment. Three times a week. Monday, Wednesday, Friday, at 3. Professor ——— ————.

8. Correspondence. This is a study of the special feature in newspaper work, war and other special correspondence and the handling of the telegraph. Three times a week. Monday, Wednesday and Friday, at 10. Mr. Ross.

8b. Office Equipment. This course considers the mechanical equipment of newspaper offices, type, presses, etc. Two times a week. Hours to be arranged. Professor —— ———.

9. Advertising. This is a study of newspaper and magazine advertising, preperation of advertising copy, display, etc. This course will not be given during the session of 1908-09.

OTHER COURSES IN JOURNALISM.

Courses will be offered later in ad-writing, book-reviewing, proofreading, the reading of exchanges, current events, make-up and headline writing, and the criticism of art, music and drama, for which credit will be given. For the first semester at least these will be largely included in regular outlined courses.

SPECIAL LECTURES.

Special lectures not included in the regular courses will be given during the year by distinguished American journalists.

OTHER UNIVERSITY COURSES.

For other courses in training for Journalism and in other departments of the University, see University catalogue.

The following extracts from the writings of men well versed in the calling printed in the margins of the bulletin, will, we believe, be found worth while and the reprinting of the same in the public press will prove profitable in the way of begetting a greater interest and more rational understanding of the calling and its importance by the great newspaper reading public:

The established course in journalism which will enable men to enter the newspaper office specially educated for the work before them will inaugurate a new era in the profession.—H. H. Cabaniss, Augusta *Chronicle*.

A newspaper can drop the same thought into a thousand minds at the same moment. A newspaper is an adviser who does not require to be sought, but comes to you briefly every day of common weal, without distracting your private affairs. Newspapers, therefore, become more necessary in proportion as men become more equal individuals, and more to be feared. To suppose that they only serve to protect freedom would be to diminish their importance; they maintain civilization.—Alexis de Tocqueville.

Journalists are the greatest of teachers and there is every reason why special education should specially fit them for such duties.—A. K. McClure, Philadelphia Times.

The man with a quick mind, a keen eye and what we call the news sense is in my judgment predestined for journalism if he finds the opportunity, but I have very small faith in natural gifts without training.—Hamilton W. Mabie, New York Outlook.

It is a momentous, yes, a fearful truth, that the millions have no literature, no school, and almost no pulpit but the press. Not one man in ten reads books. * * * But every one of us, except the very few helpless poor, poisons himself every day with a newspaper. It is parent, school, college, pulpit, theater, example, counselor, all in one. Every drop of our blood is colored by it. Let me make the newspapers, and I care not who makes the religion or the laws.—Wendell Phillips.

Training in journalism supplies a need that has been apparent. It will create higher standards of intelligence and character, will give increased dignity, power and influence to the profession that lies nearest to American thought and life.—Robert S. Ogden, President General Education Fund.

The School of Journalism fills a most important field. The journalist needs thorough professional training to equip him for the largest success and this can be secured nowhere so well as at a State University with proper laboratory equipment.—B. B. Herbert, Editor National Printer-Journalist, Chicago.

Professor Williams has remembered this office with three copies of the *University Missourian*, the paper that is to furnish the practical side to the education in newspaper making. It naturally devotes a considerable space to University news and is very creditably gotten up and its mechanical execution worthy of high commendation. We notice that it carries on the editorial page, the union label, which, to our way of thinking, is hardly appropriate to a school paper, published by a University that is supported by the people, not one in a hundred of whose citizens are taxpayers belongs to a union or believe in the closing of opportunity to any of its free citizens or youth. The "Closed Shop," however, like the witchcraft craze, must run its course. The paper will receive further review later.

EDUCATION ALONG THE COST LINE

(Continued from Page 717)

followed for several years and they were genuinely surprised when shown the fallacy of such reckoning.

Another firm did better, in that they carried all overhead expenses into their cost, but did not include their own salaries. Their salaries were their "profits."

The United Typothetæ of America have announced that the "cost question" is one of the things that will be taken up this year and thoroughly sifted. No more important work can be done, as while the "labor" end has to be reckoned with, "cost" menas, ultimately, the making of the ruin of any establishment.

Boards of Trade and kindred organizations are all the time hammering away at this question and have done incalculable good; but the U. T. A. can do more—it will reach many printers who do not (or cannot) see the good in such associations, and will be the means, eventually, after such printers know more about costs, of inducing them to get together with their brother craftsmen.

If the U. T. A. should follow some such roughly sketched-out plan as the following, imagine, if you can, the benefits that would accrue.

First—Find a system, simple and practical—elastic enough to meet the requirements of different-sized offices.

Second—Organize several groups of experts, say four to a group (and by experts I mean "practical" as well as "theoretical" men).

Third—Distribute these groups as might be required. Divide a group in a city, one each to the

Very large offices.

Medium large offices.

Medium small offices.

Very small offices.

Fourth—Let them spend at least two weeks in each city. Furnish all offices with blanks and information, according to their size and rating. See that the system is installed and well started.

Fifth—Have a central office that would be able to supply additional information after the experts had left the city, and if necessary, an extra expert.

Sixth—Keep all members well informed of new and important data through the medium of a monthly publication similar to the "Master Printer" (or use that same publication).

I believe the expense of such a movement, once it was made clear that the systems advocated were workable, would be willingly met by all, and that the idea would meet with the largest measure of success by all progressive printers and by many who would like to be, but do not know just how to be progressive.—The Master Printer, Philadelphia.

A VETERAN PASSES AWAY

GEORGE WASHINGTON PRESCOTT, editor and publisher of the Quincy, Mass., *Patriot,* and *Daily Ledger,* died on Wednesday, Sept. 19th. He had been connected with the *Patriot* and *Daily Leader* for fifty-five years. He passed away peacefully, surrounded by his wife, children and grandchildren. Mr. Prescott was for many years a delegate to the National Editorial Association, and was nearly always present at the annual conventions. The *Patriot* of Sept. 12th gave an extended account of Mr. Prescott's long, busy and useful life, and added:

BUSINESS AXIOMS.

The success which has accompanied Mr. Prescott in the newspaper field may be accounted for largely as follows:

Close personal attention to business.

Perfect freedom of his columns to all, both rich and poor; unswayed by religious sects or political parties.

Careful attention to advertisers.

Believing if they reaped a benefit, the paper would also.

Speaking of attention to business, we would say that for many years there were few days except Sundays and holidays that Mr. Prescott was not attending to business. Often at the office first in the morning and last at night. Blest with good health, he seldom was kept an hour away from his favorite occupation.

He was determined from the start, to keep out of debt, if possible, accordingly he managed to pay all bills very promptly, which soon gave him good credit in Boston, and also among the citizens at home.

He would rather go out collecting among his delinquent subscribers and patrons, than to borrow any money needed to make the necessary purchase. For this reason he had never, during his long career, had an occasion to place a mortgage on the office to aid in the business; nor even have a note discounted at the bank to meet any payment on type, paper, or presses which he had purchased. When any amount of several hundred dollars was needed, he easily found some friend ready to lend him what he wanted on a note, without a backer, at a low rate of interest.

Loring W. Puffer, in writing of Mr. Prescott, under date of Sept. 10th, in the Brocton, Mass., *Enterprise,* says:

The duties of an editor are manifold, difficult and seriously responsible, in short, the newspaper stands to the public wholly unlike in management that of any other trade, business or profession. To be able to steer communications away from the waste basket, and to avoid suits for libel call for the wisdom of a Solomon and the skill of a successful surgeon.

A long-time friend of more than twenty years, a companion of Mr. Prescott all over the United States and the Canadas, I am indebted to him and his family for many of the most delightful hours of my life. Living in Quincy, that home of a personality second to none on this continent, where liberty grew and has been preserved, it was in this place that he for more than half a century largely shaped the mental food that most people crave in newspapers. It goes without saying that he published an absolutely clean newspaper. Few men have lived that had at all times such an unyielding disposition to enforce this rule in newspaper work of absolute cleanliness.

Having for many years passed weeks at a time with him in travel abroad, in hotels, cars, public meetings and conventions, compels me to acknowledge my indebtedness to him for a quiet example of right living and acting. Inheriting from his ancestors the glory of many noted, worthy names, his own stands out among them as prominent in patriotism, piety, prudence and zeal, and his life an example to be copied for all coming generations. The good work of a clean press is not as well compensated for as it deserves, for the public knows little of the responsibilities of an editor and publisher. To alike please rival parties is impossible. The editor is a judge on the bench for the public weal and his every act is jealously watched. Is there any other position in the world so difficult?

Brother Prescott was a well-built man, both in body and mind. He set a good example in society as a citizen, a business man, and in his family, with a devotion that knew no end and a loving care that ceased only with his death. May the great Father of us all be near unto them in these sad hours of autumn, and may we all remember the lesson Brother Prescott has set us to copy.

A member of his home city club says of him:

"He was among the first to respond to anything that would tend to lighten the cares of life and bring forth pleasure and his merry, happy laugh was as spontaneous as that of a youth."

Here is instruction for all men and especially for the members of the callings, which he loved and which he so long and faithfully served. Here, too, are lessons in growing old gracefully, joyously and rationally.

At a Christmas gathering last year, in honor of a member of the Granite City Club of Quincy, of which he was an active and honored member, Mr. Prescott presented a sentiment in verse, written in honor of another who had reached four score years, and the following lines may be taken as an expression of his own feelings under the crown of his many well-spent years:

"And here they are, 'round eighty now,
As young as when at six I trow;
For in their hearts they're young as when,
They fancied old folks old at ten.
'Tis true their hair is somewhat gray,
But eyes as bright as ours today.
Perhaps a little wiser grown,
Perhaps an old illusion flown.
Not wondering now, since years have rolled,
When is it that a man grows old?
The years for them have little part
They know that youth is in the heart."

Mr. Prescott entered the office of the Quincy *Patriot,* as a printer's apprentice, on April 1st, 1853. Here is a little scrap of biography touching upon this period of Mr. Prescott's life that may well be considered by those entering upon the calling, today, by way of showing that early hardships are only incentives that lead to success and that integrity and loyalty to engagements and to an employer are not without reward, as well as affording occasion for gratification over present improved conditions and opportunities for those desirous of making their way in the world:

The first year he had $3.25 per week; the second year, $3.50; and the third, $4.00; out of this small pittance he paid his board and clothes. Being of an independent disposition he gave his parents two dollars per week for board, and managed with the balance to clothe himself well; and have left some pocket money. The publisher of the *Patriot* in those days was always short of cash, and paid his apprentice a dollar or two at a time, just as he happened to have it when the boy went after it.

LOYAL TO EMPLOYER.

A newspaper was soon established in Weymouth, and Mr. Prescott was offered nearly double the wages he was receiving to go there to work, but having a love for home and believing it would be more creditable to him to serve out his agreement with Mr. Green, he remained. After his apprenticeship he was hired by the piece and paid twenty cents per thousand ems.

After a few years he was given general charge of the office.

In 1869 Mr. Prescott became a half owner of the business that had constantly grown under his management. In 1888, he established the Quincy *Daily Ledger,* but it is not intended to follow the details of his life only so far as to garner the instructive lessons. To this end, for the encouragement and inspiration it furnishes, showing that hard work is a promoter of health, long life and rational enjoyment, we add the following as to the stress that was his chosen lot in order to make his daily a success:

He reached his office daily before 7:30 A. M. He remained until 12 A. M., and took only an hour at home at noon, being at his office all the afternoon until 6 o'clock. When he was away for a few hours, it would be for a business trip to Boston, or among his patrons. Nothing but the

newspaper business occupied his attention during business hours, and he usually reviewed his exchanges at home in the evening.

The last 15 years have been the most progressive in the office of the Quincy *Patriot* and *Daily Ledger*. The firm now occupies the whole building of four floors and has a good counting room on the street floor; in the rear a large press room; above the editorial and reportorial rooms, and large composing room; also storeroom in basement and attic. A Mergenthaler linotype has been added and all the machinery is now operated by electric power. Additions have also been made in the reportorial and other departmetns.

Mr. Prescott was always anxious to enlarge and imrpove his papers and his equipment when he could see his way clear.

Of the closing days of his life the *Patriot* gives the following account:

Just at dawn on Wedensday, surrounded by his wife, sons and daughters, and grandchildren, George Washington Prescott passed peacefully to his last rest. Because of his connection for 55 years with the Quincy *Patriot* and Quincy *Daily Ledger*, he was one of the best known and most respected citizens of Quincy; a business man of the strictest integrity, who by close attention to his work early and late, and incessantly with few vacations, has made newspaper publishing a success.

Early on Monday, the 10th of August, he fainted at his office, but pluckily continued his work until noon. Early Tuesday morning he was again at his post, continuing until noon; but he had difficulty in walking to his residence.

Wednesday morning he was up between 6 and 7, intending to go to his office, but he was stricken with heart trouble before he had dressed. Because of robust constitution he rallied after a week or two, and was considered convalescing. He ventured out doors a little, but got no further than the public library one day last week. That proved too much of an exertion, however, and again he was stricken down.

From that date he gradually failed. It was not expected the end would come so soon, but the heart was unable to perform its functions. He was conscious to the last, and kept in touch with affairs of the city and his business. Mr. Prescott was in his 74th year.

OF INTEREST TO JOB PRINTERS

One of the most valuable little books that has been issued in recent years, is "Campsie's Vest Pocket Estimate Book." This book not only shows how to estimate intelligently, so that a profit can be made on all work, but it contains a great deal of valuable information for every master Printer. The author, Mr. Jno. W. Campsie, is one of the best known Master Printers of the country, having for years managed the large printing plant of the Evening Wisconsin Printing Co., at Milwaukee, Wis., who do the finest class of work for customers all over the United States. This book is the result of many years of practical experience. The price is $1.00 each and can be had from this Magazine.

* * *

The use of typewriter type to imitate typewritten letters is increasing. It is not uncommon for typefounders to receive orders for a thousand pounds at a time. Accurate work requires that typewriter type be made of high grade foundry metal to stand the heavy impression necessary for a careful imitation.

* * *

The Times-Recorder Co., Zanesville, Ohio, have installed a Miller Saw-Trimmer, purchased of Barnhart Bros. & Spindler.

* * *

Charles S. Brown, for many years Chicago city salesman for Barnhart Bros. & Spindler, and later salesman for C. E. Cottrell & Sons Co., and the Cox Duplex Printing Co., is now a city salesman for the Barnhart Type Foundry Co., 53-55 LaFayette St., New York.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The publisher of the weekly newspaper has been handicapped in the past, not only by his limited field but also by the fact that practically all of the improvements in machinery have been for the use of his more successful and larger competitor—the metropolitan printer. He has not only had to contend with the difficulties of obtaining business with the limited time he could spare from the work of editing and publishing his paper, but has also been unable to obtain machinery sufficiently versatile for his needs. It is obvious that a labor-saving machine has no place in offices of this character, unless there be enough work of the kind it can handle to keep it busy. This is of more importance in the composing room than in the press room, and the type-setting machine which is not capable of producing a variety of work, and thus be operated profitably after the paper is set up, does not prove to be a paying investment.

The Monotype is the only type-setting and type-casting machine on the market adapted to meet the varied requirements of these medium-sized offices, and has apparently been especially designed for use in just such plants.

The introduction and use of the Monotype in the weekly newspaper office marks an epoch in the history of the printing business, the importance of which cannot as yet be realized. This class of printing offices has no use for specialists, both its men and machines, must be versatile, and while it is possible and economical in the larger city plants to use machines which compose plain matter only or make type only, this class of plants requires machines which will set up the columns of news, the plain matter of the advertisements and make all the display type needed for the headings and advertisements; machines which will not only handle the newspaper work, but also build up the job department end of the business. There are very few newspapers of this class that do not have job departments; the newspaper is not capable of development beyond a certain point, while the job department, equipped with Monotypes, has unlimited possibilities of growth.

Because the Monotype is used for the finest book work, the leading magazines and every variety of intricate matter, it has been supposed that it would not economically compose straight newspaper matter. Judging from the experience of many newspaper plants where the Monotype is used for the news columns, it is evident that it would not only produce plain matter as economically and as fast as any other machine, but equal in every respect to hand composition of new foundry type. It is not difficult to pick out a Monotyped newspaper; it has a clean appearance, the body type is sharp, legible and pleasing to the eye, a plentiful supply of up-to-date display faces accentuate the headings and beautify the advertisements, and it has an air of prosperity about it that is merely an outward evidence of the improved conditions existing in the plant.

While other typesetting devices can compose straight matter, that is the limit of their usefulness, but this versatile Monotype has at this point merely performed one of its many functions. The Monotype system enables the perfecting the work of both the compositor and the type founder without handicapping either. Other improvements in this line either necessitated the continual purchase of expensive foundry type,

(Continted on Page 726)

UNINTELLIGENT COMPETITION

BY HAROLD A. WRIGHT IN "AMERICAN INDUSTRIES."

THE first necessity of intelligent competition is accurate knowledge of the cost of producing your own goods. How many manufacturers have this knowledge? Its lack explains the astounding variations found in the estimates of competing bidders. The same lack is the cause of unintelligent competition. The adoption of a scientific cost system is the first step toward its elimination.

What manufacturer is there who has not wondered, upon losing an order on account of price, how the successful bidder could make such prices and escape bankruptcy? In nearly every instance the price or bid made includes a satisfactory profit. Allowing for a slight variation in the profit with which manufacturers are satisfied, the selling price is influenced entirely by the estimated cost.

The practice which governs the variations in the cost estimates of different factories is a factor which must be known and observed in order to secure the business to which you are entitled or to secure it at the expected profit. The true cost of production must vary with each manufacturer, as some are in a position to produce certain articles cheaper than others. Perhaps the producer does not realize his ability to do this, or if he does, does not know why he is able to manufacture more cheaply. Yet the extent to which he can take advantage of this reduced cost of production in his estimate should influence his profit and increase his chances of securing business.

The great fluctuations in prices are caused to a great extent by the different methods of figuring costs followed by manufacturers. One of the large plow manufacturers in Illinois figured the cost of the metal and iron entering each implement and added one-third to cover the labor and overhead expense. How would you like to compete with him on a tool the greater part of the cost of which is labor? His sales department could make prices on this basis which would stagger the man who knew the cost.

In considering competition we must consider and compare also the relative conditions under which the goods are to be made. A manufacturer of office furniture is attempting to conduct a printing plant in connection with his other line. He wonders why the printing department which assumes its part of the administrative and general operating expenses of the entire plant cannot compete with the printer with practically no such expense, and with low rent; who, in addition, is perhaps satisfied with no profit beyond ordinary wages.

How often the manufacturer who has not taken an order during the entire year upon which the profit is less than twenty per cent finds upon closing his books that his profit is but twelve per cent. This kind of figuring not only means a loss to the bidder doing it, but frequently a loss also to the competitor who meets or beats this price with the belief that he can make these goods as cheaply as anybody. The profit-making manufacturer withstands the temptation to meet such competition and his confidence in his cost system suggests letting the other fellow lose the money. A printer in Pennsylvania has a very unique method of rendering his bills. He shows in separate items his charges against the job for general expense and profit. This open way of arriving at his charges has won him the confidence of many customers. Manufacturers should not attempt to conceal legitimate profits; in making bids and prices it does not strengthen your position to give the impression that you are swapping dollars or are handling this particular order for any reason other than making a profit.

It is an axiom among purchasing agents that if a sufficient number of bids are secured somebody will make an error in price of which advantage can be taken. To profit by the mistakes of others is the policy of a few buyers, but many have learned that the quality of the goods purchased in this manner and the service rendered is eventually inferior, as carelessness in figuring prices is frequently accompanied by carelessness in manufacturing. Under these conditions vendors do not feel under any obligations to the purchaser and any special accommodations or service demanded are charged for or refused.

The elimination of unintellignet competition is the first thought of the manufacturer who begins to see the benefits of a scientific cost system. Many such manufacturers are now using their efforts to influence their competitors to install cost systems which their experience has taught them to be of vital necessity to continued success. With a uniform system of figuring factory costs the business of manufacturers would depend more upon production economy and individuality in design and construction than upon sacrificed profits. The anticipated economy resulting from an increased volume of business often causes a sacrifice of profits to be made as compared with those shown by past statistics of the business to be necessary. An increased production along certain lines and up to a certain point means reduced over-head expenses, but how many know the lines and the limit? The effect upon production costs of the acceptance of such business is subject to scientific solution but the factors are many and great care must be exercised or costs will increase. The penalty of success must be guarded against. The crowding out of small orders with big profits must not be overlooked and the constant stream of such orders must be compared with the occasional big order.

Associations formed for the maintenance of prices have their periodical disagreements as to the cost of goods and many conflicting methods are presented and claimed by their users to be the only correct way of securing this information. The established prices are usually first cut by the member who fails to include all items of cost or errs in the analysis and distribution of expense in figuring cost prices. Scientific cost methods would be uniform in the plants of all the members and the prices established upon such costs would eliminate the present dissatisfaction with profits.

The selling expense is an important factor in the creating and meeting of competition. The effect of each sale upon the average selling expense must be anticipated and in some instances the expense applying directly against each transaction must be considered without regard to the average expense. Failure to consider the exact selling and administration expense applying against larger bids upon which the selling expense appears to be but nominal, explains the cause of many losses upon such bids.

ACKNOWLEDGEMENT.

Oakland City, Ind., Sept. 29, 1908.

Dear Mr. Herbert:—

Since I was not present at the meeting at Red Wing at which the beautiful silver set was presented to me, I beg opportunity through your columns to express my appreciation of the rememberance of my friends on that occasion.

It came to me as a double gift—representing the good will and regard of my fellows whom I had served in an humble way for four years, and a birthday present at the same time, that day being the thirty-seventh anniversary of my birth. I have nothing that I appreciate more than this remembrance and there is nothing I possess which I prize more highly. I thank my friends with all my heart and can only hope that the future will bring opportunities to show my appreciation in something more tangible and forceful than words.

Sincerely yours,

J. W. Cockrum.

THE PAST PRESIDENTS

ONE of the interesting asides, for the Past-Presidents in attendance at the Convention of the National Editorial Association, in St. Paul, was an entertainment, consisting of an auto ride and dinner, tendered by Past-President P. V. Collins and wife at their beautiful home and pulbishing house in Minneapolis. The affair was adroitly managed. The Past-Presidents were escorted by Mr. Collins via the splendid trolley cars, justly the pride of the Twin Cities, and were given to understand that the affair was for the men alone, but upon entering the parlors of the Collins mansion, they found their ladies—who were supposed to be enjoying an excursion, with the rest of the editorial party, to Wildwood, on White Bear Lake—in waiting. Mrs. Collins had looked after the ladies. It was a pleasant surprise and the grave "Exs" readily forgave the girls for the white fibs that they told to throw the old boys off their guard and make them go "wild" as they could. A jolly automobile ride through the enchanting residential districts and parks of Minneapolis was greatly enjoyed. The feast, such as the wife of the editor of a farm paper knows how to arrange and provide, was next on the program.

At each plate, in lieu of menu card, was a four-page, memento leaflet, printed on deckle-edged, straw-colored, linen paper, containing the following, the quotation, presumably supposed to be applicable to each guest:

"Come dear old comrades, you and I,
We'll steal an hour from days gone by."

SECOND MEETING OF THE PAST-PRESIDENTS OF THE NATIONAL EDITORIAL ASSOCIATION.

AUGUST 20, 1908, MINNEAPOLIS, MINN.

"Then come from all parties and parts, to our feast
Though not at the Ryan, we'll give you at least
A bite at an apple, a seat on the grass
And the best of old—water—at nothing a glass."
"As I look on each brother editor's face
I open my arms in a loving embrace."

THE BOUND VOLUME.

Mr. B. B. Herbert - - - - "Papa"
"He tried at farming, found it rather slow
And then at editing—what he didn't know."

Mr. A. B. White - - - "His Excellency"
"You've won the great world's envied prize
And grand you look in people's eyes."

Mr. E. W. Stevens - - - - - - - - "A 'Show Me' Twin—The Traveler"
"List if thou canst hear the tread of travelers."

Mr. Walter Williams - - - - - - - - "A 'Show Me' Twin—The L. L. D."
"Yours is the art, by native genius taught
To clothe in eloquence, the naked thought."

Mr. Albert Tozier - - - - "The Bachelor"
"Make use of time."

Mr. P. V. Collins - - - - "The Host"
"Around my view are ranged on either hand
The genius, wisdom, virtue of the land."

Mr. John Dymond - - "Crystalized Carbon"
"'This is our statesman' we say when we chaff."

Mr. John E. Junkin - - - "Johnnie-on-the-Spot"
"The outward form the inner man reveals."

Mr. Henry B. Varner - - "His Royal Nibs"
"Walk softly, but carry a big stick."

"Success to us publishers, authors and editors
"To our debtors good luck, pleasant dreams to our creditors."

OUR ABSENTEES.

Mr. C. H. Jones, Mr. W. S. Cappeller, Mr. A. O. Bunnell, Mr Joseph B. Maccabe, Mr. F. B. Baillio, Mr. James R. Bettis, Mr. B. J. Price, Mr. Louis Holtman, Mr. R. H. Henry, Mr. Garry A Willard, Mr. W. W. Screws.

"Tho fate may throw between us
The mountains or the sea,
No time shall ever wean us,
No distance set us free."

THE SUPPLEMENT.

Mrs. B. B. Herbert - - - - "Mama"
"Must we leave thee, lady sweet?
A year must pass before we meet."

Mrs. P. V. Collins - - - "The Hostess"
"I am here to meet editors
So wise and so grand
That I shook in my shoes
While they were shaking my hand."

Miss Florence Dymond - - "Our Sugar Plum"
"Here's to the girl, that's strictly in it,
Who doesn't lose her head, even for a minute."

Mrs. J. E. Junkin - - "The Lady from Kansas"
"I feel just as happy as a big sunyower
That nods and bends in the breezes."

Mrs. Henry B. Varner - "A Daughter of Dixie"
"Way down south in the land of cotton."

THE VACANT CHAIRS.

Mr. Charles A. Lee. Mr. R. H. Thomas. Mr. Matt Parrott.

"The friends that are, and friends that were
What shallow waves divide!
I miss the forms that in other years
Were seated at my side."

L'ENVOI.

"To each, to all a fair good night
And pleasing dreams and slumbers light.
"30."

After the repast, B. B. Herbert was re-elected President and Ex-Governor A. B. White of West Virginia was elected Secretary.

Letters from absentees were read, including the following explanatory note and verses from Past-President B. J. Price, formerly of Hudson, Wis., who is now Second Auditor of the Navy at Washington:

TREASURY DEPARTMENT,
WASHINGTON, August 5, 1908.

MY DEAR MR. COLLINS:—Since sending my regrets to you, yesterday, it has occurred to me that there may be some post-prandial features at the dinner in honor of the Past-Presidents. If so, and the inclosed seems to you appropriate, I will offer it as my contribution to the occasion.

Yours truly,
B. J. PRICE.

INK, PRESS AND MAN.

A drop of ink makes millions think,
When on the printed page it stands.
It reaveals to man the hidden thought
And speaks in accent that commands.

The press is mightier than the sword,
The pen its good right hand;
Each by the magic of the ink
Spreads thought from land to land.

Though ink is good and press is great,
Both bow subservient to the man.
For weal or woe they may be used
As their master wills and can.

May all who hold such subtle charms
To make the eager millions think,
Be guided by a grace Divine
In use of pen and printer's ink.

—B. J. P.

BUSINESS NOTES.

(Continued from Page 723)

or, by the combination of these two diverse trades in one machine, prevented the successful and economical operation of either; the Monotype, however, making individual type, of known sizes automatically justified, and equal to the best foundry type, permits a resumption of the standard of quality which has been almost entirely lost by the advent of the inflexible slug-producing machines.

The baseball scores, market reports, etc., need not be set by hand, in fact, they can be produced as cheaply as straight matter and look a lot better.

A printer recently remarked when in another office, "It is not difficult to tell a Monotype office. It is well supplied with full cases of display type, and always new type. Don't you ever distribute?" The answer, "No, cheaper to throw it in the metal pot after one using and make over again, also saves over half the make-ready on press—new type for every job."

The weekly newspaper proprietor has taken advantage of this display type making facility of the Monotype, and makes for himself all he can use for headings and advertisements, in the most up-to-date job faces, and in such quantities as to entirely eliminate all necessity of picking sorts. He also has an unlimited supply of spacing material, made on the Monotype when copy is scarce.

Not only is the newspaper improved in appearance, and its expense of production decreased, but the Monotype user has also the facilities for of production and quality with the largest metropolitan office. They cannot do better work nor quicker. He can retain the work of his locality which heretofore went to the large cities because of the lack of his facilities. He can sell the over-product of his Monotype (both composition and type) to his nearby competitors. In fact, the Monotype has opened up ways for him to make money and increase his business, that could not have been attained by double the amount put into any other kind of printing machinery.

Printers generally, and more particularly the country printers whose specialty is "versatility," would do well to carefully investigate the merits of the Monotype, as it would not have attained its present great success were it not "The Versatile Machine that Keeps Itself Busy."

* * *

The Indiana Newspaper Unión, Indianapolis, Indiana, has installed another large Babcock Optimus press.

James Biggerstaff, the Oklahoma salesman of the Great Western Type Foundry, Kansas City, visited the Chicago foundry of Barnhart Bros. & Spindler, during the third week in August, and while there posted up on new styles of type, latest labor-saving devices, new machinery, so as to be able to give the printers of Oklahoma the greatest possible service.

* * *

C. J. Lindstrom, Alpha, Ill., is the proud possessor of a Diamond cylinder press, made by the Challenge Machinery Co., Grand Haven, Mich., and sold by Barnhart Bros. & Spindler, Chicago. Mr. Whitehall of Wonewoc, Wis., is another new user of the Diamond cylinder press.

* * *

Charles Low, recently mechanical superintendent of the large Mercantile Corporation plant, Dayton, Ohio, contractors for the Government envelopes, has again entered the employ of Barnhart Bros. & Spindler, Chicago, and will have charge of erecting their Babcock cylinder presses. Mr. Low is well and favorably known to the printers of the West, who will be glad to hear of his return to the trade.

* * *

E. G. Myers, formerly manager of the Dallas house of Barnhart Bros. & Spindler, was recently a Chicago visitor.

Mr. Charles P. Soulé, the present manager of the American Type Founders Company, Chicago, has an exceptionally wide acquaintance among the printers not only of the Middle West but throughout the country. In recent years Mr. Soulé, had the management of the Crescent Type Foundry, and his agrressive, persistent salesmanship has brought him into intimate relations with printers not only in Chicago and throughout the state, but also in the surrounding country. Formerly he was connected with the American as traveling auditor, and in that capacity made regular visits to all the selling houses.

Mr. Charles P. Soule

A gentleman of wide experience and of an attractive personality, he brings to his new position an enthusiasm as well as an understanding of his customers' requirements which will win an increased circle of business friends. Every visiting printer will find a hearty welcome at the American's Chicago office, and from personal contact will realize that Charles P. Soulé has accumulated information which comes from long experience in a business with which he is in love; and on leaving, the visitor will feel that he has made a personal friend.

* * *

In an announcement issued by Mr. John Marder, the retiring manager, and formerly the head of Marder, Luse & Co., Mr. Marder explains that the time has arrived when he is justified in laying aside some of the cares of business life and devoting a portion of his leisure to personal enjoyment and private affairs. Mr. Marder has been identified with the Type Foundry business since 1855 and has held positions of trust in the American Type Founders Company since its organization. A service of half a century brought him into personal contact with a wide circle of business acquaintances who became personal friends.

* * *

A cordial invitation is extended by Mr. Soulé to every printer visiting Chicago to make his headquarters with the American Type Founders Company at 203-205 Monroe St.

* * *

Collins & Smith, Kankakee, Ill., have recently added to their equipment, so as to be fully prepared for the fall activities in the printing trade.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . . . .

NEWS—FIFTY WORDS GENERAL NEWS WIRED evening papers daily. $4.00 per month, you pay tolls. Also special and Chicago news. YARD'S NEWS BUREAU, 166 Washington, St., Chicago.

FOR SALE—MATERIAL OF FORMER AUSTIN DAILY and Weekly Register. A bargain. Owner's health failed. Address H. O. Basford, Austin, Minn.

NEW HIGH-GRADE TYPE, ANTI-TRUST PRICES. Empire Type Foundry, Delevan, N. Y.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

LOS ANGELES TIMES LINOTYPE SCHOOL—Competent operators furnished. Tuition rate $100; three months course or longer—stay till proficient; work on "live" matter—non-printers admitted; best operators often non-printers. For further particulars address—The Times, Los Angeles, Cal.

PAYING NEWSPAPER AND JOB OFFICE IN SOUTHeastern Idaho. Electric power, new presses. Owner has accepted position as ad manager for manufacturing firm. Write Joe H. DeWitt, Soda Springs, Idaho.

EXPERIENCED NEWSPAPER MAN, PRINTER, LIBerally educated, having sound business training and accustomed to responsibility, desires position as business manager or editor of daily paper in live town. Address N., care NATIONAL PRINTER-JOURNALIST.

SPLENDIDLY EQUIPPED, MODERN OUTFIT, ONLY office rapidly growing Routt county town, terminus famous Moffat Railway. Headquarters richest coal fields in west, development just commencing. Largest business any office Northwestern Colorado. Income past year over $3,700. Two men handle all work, mechanical and news, leaving annual profits $2,000. Bonanza at $3,500, including lot and fine office building opposite postoffice. LEADER, YAMPA, COLO.

FOR SALE—27 x 40 TWO-REVOLUTION WHITLOCK Two-Roller Press, used 1½ years Capable of fine work at high speed, in first-class condition, no parts broken or damaged. Reason for selling, we need a larger machine. Address, WESTERN TELEPHONE JOURNAL, Vinton, Iowa.

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Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

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A TIME AND MONEY SAVER

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The book measures 11¾ by 15¾ inches

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NATIONAL PRINTER-JOURNALIST

Station X **CHICAGO, ILL.**

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History of Composing Machines—By John S. Thompson. 200 pages. Fully illustrated. Cloth - - - - - - **$3.00**

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NATIONAL PRINTER-JOURNALIST

STATION X, - - CHICAGO

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THESE galleys are made of steel of the same thickness as the brass used in our All Brass Galleys. They are constructed by special machinery, are made uniform in thickness and heavily plated with brass. The corners are reinforced and securely fastened. They are free from imperfections, smooth and in appearance and finish equal to other brass galleys.

SIZES & PRICES	99 OR LESS	100 OR OVER	250 OR OVER	500 OR OVER
INSIDE MEASURE	LIST	LIST	LIST	LIST
No. 1. 3½ x 11¾	$0.65	$0.60	$0.55	$0.50
" 2. 3½ x 15¾	.70	.65	.60	.55
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" 6. 8½ x 23¾	1.20	1.15	1.10	1.05
" 7. 10½ x 23¾	1.35	1.30	1.25	1.20
" 8. 6 x 10	.80	.75	.70	.65
" 9. 8¾ x 13	1.00	.95	.90	.85
" 10. 10 x 16	1.20	1.15	1.10	1.05
" 11. 12 x 18	1.40	1.35	1.30	1.25

Subject to a discount of 25% and 2% for cash.

On Mailing Galleys, closed both ends, add to the list price 20 cents. The size of galleys closed both ends will be one-half inch less in length The above sizes of News and Job Galleys are kept in stock, and they will be found very convenient for all purposes where a good substantial galley is required, and the item of first cost is a consideration.

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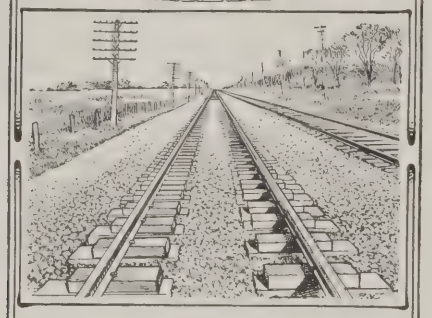

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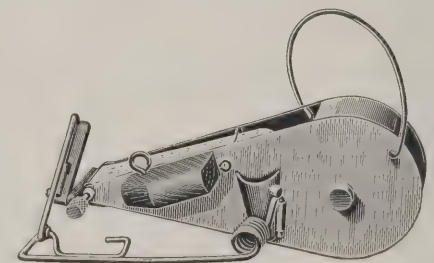

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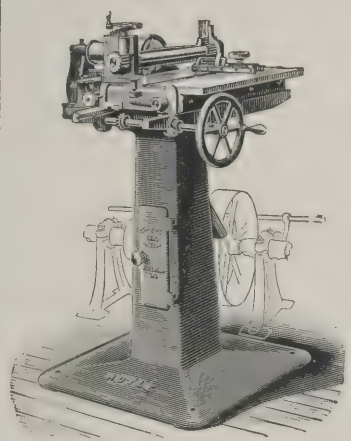

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"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler-Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

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BROWN FOLDING MACHINE CO., Erie, Pa.

THE ECLIPSE FOLDING MACHINE CO., Sidney, Ohio.

NATIONAL MACHINERY CO., Hartford, Conn.

ANDREWS, PITTMAN & MARSH, 286 Greenwich St., New York, N. Y.

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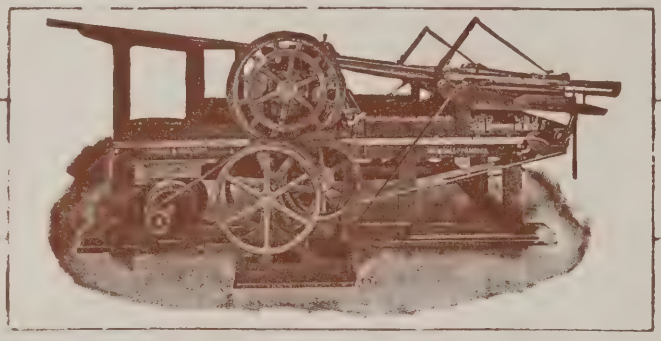

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Vol. IV December, 1907 No. 1

Ben Franklin Monthly

A JOURNAL FOR THE EMPLOYING PRINTER

PUBLISHED BY BEN FRANKLIN CLUB

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WE SELL TO THE TRADE NOT TO THE CONSUMER

Ben Franklin Monthly

DEVOTED TO INTERESTS OF EMPLOYING PRINTERS

VOL. IV. CHICAGO, DECEMBER, 1907 No. 1

"Let us all hang together, gentlemen, for if we don't we are liable to all hang separately."— Benjamin Franklin

December Meeting of the Club

The regular monthly meeting was called to order by President Hartman.

Roll call of officers showed all present but Directors Wells and Ritzman.

Minutes of last meeting read and approved as read.

Mr. Renneker, Chairman of Membership Committee, reported, showing the result of its efforts since last meeting of eighteen new members.

President Hartman made a report on the BEN FRANKLIN MONTHLY, showing its cost to date to be $657.07, and the receipts $619.00, leaving a deficit of but $38.07. He urged the members to talk with the supply men of the advantages of advertising in the monthly.

The annual election for officers and directors was held, resulting in the election of the ticket proposed as follows:

President, Wm. J. Hartman.
Vice-President, Thos. H. Faulkner.
Treasurer, M. A. Fountain.

DIRECTORS.

H. R. Grant, of Grant's Printery.
Thomas Ball, of Rogers & Co.
E. F. Hamm, of Blakely Printing Co.
H. L. Ruggles, of H. L. Ruggles & Co.
E. W. Kirchner, of Kirchner Printing House.
Geo. Seton Thompson.

Speeches were called for from the officers-elect, and they each responded in turn.

The President thanked the members for their renewed confidence in him, and then advocated the advantages of membership in the Club, and the necessity of the members working to increase the membership.

Vice-President Faulkner returned thanks and gave renewed expression of fealty in the welfare of the Club.

Treasurer Fountain also gave thanks, his remarks were confined to the financial condition of the Club.

It is a grave mistake made by some of our larger printers, as well as the smaller ones, to gain the impression that they must have the lion's share of all work they estimate on in consequence of which prices are often quoted even below actual cost. We should not lose sight of the fact that there is sufficient work for all, and the cutting of prices is only reducing the net for the printer so much. What we need most at present is not more work but better prices.

Credit Department

WITH the beginning of the new year we propose to inaugurate a thorough credit system for the exclusive use of the members of this Club. We shall establish one of the most complete, as well as reliable information bureaus for the obtaining of credit information that can be maintained. With our present membership exceeding 200, it can readily be seen that the gathering of statistical matter and credit information will be invaluable and enhanced as our membership increases. The contribution of credit information, regarding their customer to this bureau by our membership, means the acquiring of data regarding thousands of buyers of printing, all of which information is instantly at the disposal of the member upon application to the Secretary, either in writing or by telephone, when necessary for immediate use. Should application be made by a customer for credit, whose business may be desired, who may be a total stranger, a telephone call to the Secretary may give you information that may save you hundreds of dollars or gain you a good customer, depending upon the information received. A further value of this department lies in the collection end. All doubtful or bad accounts requiring legal attention will be placed in the hands of a regular assigned attorney, who is authorized to make all collections of members in the name of the Club, the fee for such collections being much lower than regularly charged by other reliable agencies or attorneys. It can readily be seen the force placed in the hands of our legal department, with more than two hundred members back of it, the saving in legal fees and the value of information to be gained through this department is worth many times what any printer, large or small, would be called upon to contribute as yearly dues.

Think it over and mail your application to the Secretary. Each added name to our membership list adds that much strength to what is undertaken by the Club.

One of the unfortunate conditions of our business is the fact that so many printers, experiencing a slight depression in business, immediately proceed to encourage the placing of orders by greatly reducing their prices, making it an object to many buyers of printing to anticipate their requirements and avail themselves of the saving offered by the greatly reduced price made. Such action by the printer is most injurious, often establishes a ruinous price on a line of heretofore profitable work that it is impossible to restore. When a price is once established on a regular line of work, it is usually exceedingly difficult to advance it to a profitable basis without the loss of the job, and often the customer.

Close communion among ourselves will soon solve the price-cutting evil. We should extend our acquaintance to every other printer in Chicago and then conditions would soon change to one of stability and fair dealing.

An Advantageous System

THE office which turns out high grade printing is constantly called upon to refer to its past work, says *The Printers' Album*. Either a former customer comes in and says "I want another booklet similar to the one you printed for me about six months ago," or a prospective customer calls and says "—Yes, about 12 pages, same general style as that one you got out for the Jones Co. sometime since." Now you may have forgotten all about what you did for Jones, and besides, your customer will probably want to see it again and suggest modifications. If it is possible to immediately locate the desired piece of work and place it before the customer, it at once gives him the desired information and leaves with him a favorable impression of your business methods.

Such a system is not at all hard to arrange and maintain. If the clientele of customers is small, a single simple vertical filing drawer will be sufficient. Arrange the containers alphabetically, giving regular customers a separate folder and placing the miscellaneous orders under the proper initial of the customer. Place in those folders a sample of every job done in the office, each sample bearing the name of the one for whom it was executed and the date of the order, the amount and the price. In larger offices where work is more varied and voluminous, it is advisable to have a card system in connection with the filing drawer, and have each piece of work numbered and filed numerically. On the cards should be entered the customers name and address, the job number, date and a brief description of the work. The card in use will read something like this:

Name *Jno. C. Jones* Business *Plumber*

154 *State St.* *Phone* 1354.

Date	Job No.	Character of Work	Size	Quantity	Price
1–15–07	134	Booklet "Porcelains'	2½ x 3	5 M	$12.00 M
1–25–07	243	"Caution" slip	3 x 5	10 M	.80 M
2– 4–07	301	Folder "Sanitary Hints"	3 x 9½	2 M	3.50 M
3– 1–07	618	Return Envelopes	6 x 4	1 M	3.00 M

There is an added value in a card of this kind as one glance will show just how frequently Mr. Jones patronizes your establishment, the quality of work he orders and what he has been charged. In using this system it is essential that every specimen be returned to its proper place in the file if withdrawn at any time for inspection.

Can you, as a Master Printer of Chicago, afford to remain without the fold of this Club? Can you invest the amount necessary to cover your dues in any way where it will bring you a larger return on your money? We think not. Where is it possible for you to secure the legal advice, the credit information regarding your customers, the most valuable information regarding costs and the new ideas advanced at our monthly meetings, not considering the value of acquaintanceship with your fellow printers? Think it over and let us have your application.

Our Humorous Side

One of our friends in printer's row who acts as proprietor and "devil" at the same time, and who finds it necessary to occasionally go out and hustle for a job, went out the other day for a while, leaving on his door a card neatly marked: "Will be back in an hour." On his return he found that some envious rival had inscribed underneath, "What for?"

Keep Your Printing Knowledge

It seems to me that much might be said to printers about the falacy of educating buyers of printing in the technical detail—the shortcuts—the "work to advantage"—technicalities of the printing business.

A man comes in your office and sitteth on thy right hand (and facing the light—if you are wise); he has a nice little order on which he wishes figures. You can tell by his manner in about a minute that he knows about as much about technical details in the makeup of his work as you do about the Chinese language. That's your que—no joke intended.

You notice immediately that the size could be changed to this or that or something else—and you tell him so.

That half a dozen plates could be made to fit those bases you have back there on the shelf, and the electrotyping bill could be cut materially—and you tell him so.

That you will work and turn this form—and you tell him so; he pricks up his ears at that, "O, we print both sides at once on that job"—a strange operation which must be described to be understood good—he gets the idea.

Incidentally he has determined a few facts about grades, weights, sizes and surfaces of paper, enough so that after a few experience meetings with you he can go over to Bill Smithers print shop and remark to him, "How much for 50,000 circulars, 0x0, worked on 24x36x50—antique book from plates, work and turn" Oh, "I'll furnish unmounted plates, I can get 'em as cheap as you can," and Bill says to himself, "Great Scot! where is that sharp pencil I had yesterday."

Puzzle—find the winner.

Printers' Supply Houses Might Emulate

Once upon a time there was a printer who made some money—a lot of money—maybe seventy-five or eighty dollars, which is a very great deal of money for a printer, so they say.

Now one of the things that that printer had wanted for many years was a new lavatory. Strange as it may seem—for printers are not supposed to want such expensive things—wash-basins are supposed to be good enough. But, anyway, this printer wanted a lavatory, with nice brass fixtures in it, so he thought to himself that now while he had that lot of money would be the time to have it put in.

So he went over to see his friend Jim, the plumber, and told him all about his ambition. For many years they had been close friends and the printer had done Jim's printing for just as small a price as he could possibly afford to do it, and so he, of course, expected to be on the ground floor when Jim got out his pencil. Jim's price was too high.

The printer saw that he was getting the busy end so he made up his mind that he would buy his own material and have Jim do the work only, so he hied himself to the plumbing goods house and was shown over their line. He finally picked out one that suited him—but was politely told that he could buy that only through the plumber—and Jim told him that if he sold a cent under the price he couldn't get any more material from the jobbers, which looked to the printer like a brace game—it reminded him of the paper dealers and the printers—it was so different.

Be an optimist—stand for a right price—business will soon be better and a filler taken now at a low figure may come in to print when you will have to refuse a profitable job.

Will and Work are higher trumps than Genius and Luck in the game of life

The Advantages of Our Organization

Co-Operation the Foundation of a Permanent Success

CO-OPERATION is essential to success in any undertaking of the present day, whether the object be business, social or political. It is the keystone upon which the entire arch of modern society rests. There was a time when one man in the community could supply all it's daily wants. That time, however, has passed. You cannot build a railroad or establish a factory under modern conditions unless a considerable body of people are willing to unite their money and time and all "pull together" for the end in view. This, however, is not the lesson learned from industry alone. It's truth is exemplified in our schools, our churches, our charities and last in point of time but first in influence in our city commercial organizations and civic societies, which bodies are not only moulding public opinion in the country, but are protecting and advancing the interests of their respective cities as well.

The merits of such a course should be none less apparent in the trades and professions than in the lines of work suggested above. If our scope of influence is narrower, our accomplishments can be made much more tangible. The names of those trades that have sought a reform of conditions besetting them by co-operative efforts are too numerous to mention. I feel safe in saying, however, that where such efforts have been accompanied by the correct attitude of mind towards the organization—that actuated by the desire to give and not merely to get something from the organization—there has seldom, if ever, been a failure. All of us can upon a moment's thought mention a dozen or more such trade organizations in foreign countries and our own that have passed the century or half-century mark in point of existence with a vigor greater now than at any time of its life.

I have spoken of the right attitude of mind among the members towards the organization as the foundation of any permanent success. I feel certain that this is so. What then should such an attitude be? Before attempting to explain here, it would probably be easier to give my idea of what is not the proper attitude.

In the first place, no one who joins such an organization should expect a return from it at the end of each month or year in dollars and cents. Indirectly, it may bring such, but no organization that promises this as a direct result of joining has a right to exist and cannot fail to go down sooner or later in disaster. The idea of any organization like ours should rather be to improve the general conditions of the trade—its relations with customers and among one another—and then the other will naturally follow. The methods of the Bar Associations and Medical Societies, besides many others, are here most instructive. Without in any way offering to members a quid pro quo reducible to dollars and cents, the work of these organizations has been confined entirely to raising the standards of efficiency and ethics in the profession until now in any community where such bodies are strong and aggressive, every member feels secure, at least to the extent that all are fighting "above board," in accordance with rules and regulations that appear to all concerned beneficial and reasonable. Therefore, to any one who sees fit to decide the question as to his joining or allegiance to the organization upon "what can it do for me" or "what has it done for me" in dollars and cents, the only reply we can make, I am firmly convinced, is that the awards of our organization cannot be thus reduced to a money value.

The question then arises, what have we, as an organization, to offer? The answer depends upon each and all, for like a bank account, the more we put into it, the more we get out of it. The first benefit we can derive from our organization is in the close fellowship and acquaintance it affords with all of our brother laborers in the same field of work. Nothing is so conducive to a proper understanding of the "other fellow" as a thorough acquaintance with him. You remember Charles Lamb said "You cannot hate a man if you know him," and so we must all agree that nothing is so conducive to an improvement in trade conditions as a knowledge of your competitor's character and quality. With acquaintance comes confidence or the reverse in the other fellow, and I leave it to any business man whether such acquaintance is not an asset. Therefore, if our organization sought only to promote social intercourse and good fellowship among it's members, it would be well worth the support of every printer in our city. Although we are at present somewhat hampered by inadequate facilities to do as much in this line as we would like, and could do with more of the Club features at hand, yet we must remember that the luxuries will come in time and that we cannot do everything at once.

The second advantage of such an organization as our own is the improvement in trade conditions that will inevitably follow it's work. No printer in the city needs to be reminded that the trade, although the foundation of the success of thousands of other businesses, is yet extremely low in the scale of remuneration. We shall attempt to remedy this unfortunate state of affairs, not by methods involving price agreements, which are not only illegal, but disastrous to customer and trade alike, but by the scientific process of educating all the trade in the proper basis of bidding for business. No one's freedom to bid for work, even at a loss, need be impaired, but yet we should all try to educate one another as to "costs," so that in time business will be done at a "living wage." Here is a way we can all learn something from one another and at regular gatherings, and through the columns of our official organ we should get experts of national reputation to speak to us upon the best and most improved methods in the various departments. I should like to ask, could any results be more tangible or permanent than these?

Thirdly, the desire for organization should be part of our pride in our trade, the oldest as it is the noblest since the dawn of modern history. If it is your desire to maintain it in all its dignity and influence, you should join hands with those who against innumerable obstacles are striving to maintain its best traditions. If the trade is worth working for, surely it is worth fighting for. And the only way to fight in these days upon the battlefields of business is as an organization. Without it, all of us are like a mob. With it, we are as a well trained army. It demands of you only as much time and money as you, in your judgment, think it is worth in addition to loyalty and confidence in your co-workers in the trade. As in an army on the firing line, one man never troubles himself whether the man at his elbow is this, that or the other, but only whether "he is there" at his post, so we should put the question to every printer outside the breastworks of the organization, "Are you there?"

If You Don't Know, Find Out

IT is told of a printer that while making a visit of inspection to an insane asylum, as a member of the grand jury, one of the inmates took him for a recent arrival, and asked: "What made you go crazy?"

To humor the poor unfortunate, the printer replied: "Trying to make money out of the printing business."

"Oh, you are not crazy," said the demented one; "you're just an ordinary damn fool."

This man had doubtless been in the asylum for ten years or more, and therefore was not posted as to recent events—he had been sent up before the printers awoke to the necessity of finding out things. Time was when this idea of the printerman's business acumen was almost universally accepted as true, for the printing business did not show many glittering successes; there were millionaire junk dealers and old clothes men, but few, very few, printers whose financial affairs were in a thoroughly healthy condition.

The institution of the Printers' Board of Trade, however, brought about a different state of things, and there are not so many d. f.'s to-day as formerly. Not that the number of printing offices has decreased. On the contrary, there has been a steady growth along this line, naturally, but the Boards of Trade brought the fraternity together for the first time in a business way, and each man began to realize, after touching elbows with his neighbor, that his competitor was a pretty good fellow after all. As a consequent result, a better feeling began to be manifest among printers, bringing with it the desire for a more definite knowledge as to costs and the economical handling of work. By fraternal intercourse, through frequent meetings, the printer came to realize also that the customer is not always the paragon of truth he once thought him. And so the work has gone on from year to year—enlarging in scope and broadening out its members—till to-day the man who has been in touch with the movement for more accurate knowledge of the business is not content to take work just for the sake of hearing the wheels go round; there must be a profit in it, and he knows when there is, because an accurate cost system eliminates guessing—and "guesstimates" (I like Hays' new word).

It is a fairly safe proposition that nearly all printers are in business to make money. This being so, it follows that price-cutting is generally the result of ignorance, and not an insane desire to get the work away from the other fellow, as some of us used to think. If ignorance, then what is the remedy? Education!

If I wanted my boy to be a civil engineer, would I start him out with a surveying corps driving stakes or carrying a chain, and let him blunder into his knowledge! Not on your life! I'd send him first to Lehigh or Cornell for the bed-rock principles. If "men are but children of a larger growth," Mr. Printerman, as some one has said, why should not this rule apply to you, if you are not identified with the Board movement? It does, just as surely; you ought to go to school, and the Board of Trade is the place, for that is just what it is—an educational institution wherein may be studied those propositions the neglect of which means the difference between profit and loss.

Possibly you have taken a post-graduate course in the art preservative. If so, then all the more reason why you should join in and help elevate the standard; give the cause a boost. None of us claim a corner on printing-house knowledge; in fact, the work, especially as regards costs, is just in its incipiency, and it may be that you can help solve some of the difficult problems as they come up for discussion. Many of them, by the way, are harder to work out than the age of Ann. If by reason of wide experience and a careful study of economic conditions you are in a position to help advance the interests of the trade, then it is a duty you owe yourself as well as the fraternity at large to join in with your fellows in an earnest effort to place the printing business on a plane commensurate with the brains and money invested in it.

Think it over along these lines.—*The Master Printer.*

Looking backward we are surprised at the strides Ben Franklin Club has made during the year just closing, our membership has been greatly increased by the addition of many of the larger shops in the city, and we have to-day more genuine enthusiasm, good feeling and the largest membership ever in one printers' organization in the City of Chicago. We are not satisfied with what we have and never will be until we secure at least 80 per cent of all the printers in the city, and this we hope to accomplish within the next three months. Our membership committee is hard at work and hopes to bring about our aim in the time specified, but they must have the help of the members at large, and we ask YOU to try and get at LEAST ONE NEW MEMBER for the next meeting.

A New Year's Resolution

WORTHY OF ADOPTION

WE, the members of the Ben Franklin Club of Chicago, associated for the purpose of promulgating information and advice tending toward the betterment of matters, things and conditions in the printing business, do, and it is hereby earnestly

Resolved, That commencing January 1, 1908, and forever after, or as long as we are in the printing business, we will individually and collectively endeavor, by every fair and honorable means at our command, to uplift and place upon a higher plane the printing business in general, and thereby seek to gain the respect and esteem of the public to which the art of all arts is so justly entitled. And be it further

Resolved, That we break away from that much too common idea, "to secure orders we must figure over and over, almost every job upon which we are asked to quote, to see not how much we can get for it, but how low a price we can make in order to keep one of our competitors from securing it." And be it still further

Resolved, That we will endeavor to become better informed as to the various items which enter into the cost of a job of printing, to which we will add a fair and legitimate margin of profit, and then have the nerve to stand by the price, no matter if the customer tells us, as they often do, that they can get the job from some other printer for so much less, a subterfuge often used to beat down our price, no matter if we do fail to secure the job, we will be better off with ten jobs at a fair profit than with twenty jobs with little or no profit, and besides a saving of time, worry and responsibility.

If each and every member will inwardly adopt these resolutions for himself and let them be his guiding star throughout the coming year, the result cannot be other than surprising and satisfactory. Let each and every one of us constitute ourselves a member of the Booster's Club, so that whenever the occasion arises we can give our brother member a boost. It will prove to be as "Bread cast upon the water."

Here is Food for Thought for the Printer

"Live and Let Live, and Respect Your Competitor"

Mr. Frank Baackes, Vice-President and General Sales Agent of the American Steel & Wire Company, before the American Hardware Manufacturers' Association at its annual meeting, held in Atlantic City, N. J., October 25, 1907, spoke as follows:

"Mr. President and Fellow Manufacturers:

"Nature has endowed us with five senses. As we grow older they deteriorate. Some of us are not willing to acknowledge that. But in addition there is a sixth sense that we all ought to have, and that is common sense. That grows and develops as we grow older, and I think if we all use common sense in these present conditions we will weather the storm that blows around our heads. Of course, this financial crisis is very serious. How far-reaching it will be no man can tell. All the prognostications that have been made by the best informed men have been shattered on rocks and what its effect will be nobody knows. But this, gentlemen, I can tell you, that inasmuch as the steel corporation was strong enough in times of prosperity to prevent undue inflations, just that determination prevails to-day to prevent an undue slump. We are not going to run away with ourselves. I do not mean by that that there will be no fluctuations. There always were in good times and there will be in bad times. But there is nothing in my opinion to be pessimistic about. I think we are to be conservative, not pessimistic, and that should be our watchword for the future.

"Gentlemen, there is not a man in this room who can but admit that the strain of the past two years has been beyond endurance. We were all doing too much business. I know that has been the case with us. We have been behind eight and ten months, and all of a sudden, just because we have not but three months' business in sight, we think business is going to Hades.

"Gentlemen, we are just coming down to normal conditions. I know of times before these recent prosperous days that when we had thirty or sixty days' business on our books we patted ourselves on the backs and said what great fellows we were. Gentlemen, we are coming down to that normal condition to-day. You will not be able to sell one more pound of material at 25 per cent less than you do at present prices. Stand by your guns and adopt the policy of the United States Steel Corporation. Live and let live, and respect your competitor. Do not try in these times of adversity to enrich yourselves by getting a share of the trade that formerly belonged to your competitor. If you will do that you will have no trouble. It is true you are prevented by law to have associations and pools and combinations, but there is no law in the world to prevent you from co-operation with each other. What prevents those in the same lines of business in these hard times from coming together and have a lunch or dinner and talking it over instead of fighting and knifing each other.

"Gentlemen, those of you that will be forced by circumstances to reduce your prices, for heaven's sake do not gum up the future by loading yourselves up with low price contracts. If you have bargains, let there be a bargain day and let the man take the stuff and let him pay for it. All are benefitted by the experience you have had. Gentlemen, I do not see in this grand and glorious country how you can have a long adversity. Come out West and look at it. Do not stay in the East.

"The sky is awfully blue here. The present financial conditions to any one who is in touch with the country is absolutely unnatural. In the twenty-nine years of my experience I have never seen so much prosperity on one side and so much adversity on the other. Therefore, the thing for us to do is not to be pessimistic, but absolutely stay 'in the middle of the road,' and if you will do that you will have no trouble. The jobbers do not want lower prices. There is not any necessity for it. If you will respect each other and work with each other for the maintenance of prices and fair value, you will succeed, and as I said before, the United States Steel Corporation will do its share. Now, gentlemen, just imagine. If it had not been for the formation of the United States Steel Corporation, in times like this, what a chaos you would have had in the business world? You have not had it yet, neither will you.

"This thing does not alone refer to the steel business. The clothing manufacturers tell me they have never had so much business on the books and it is simply a question of getting wool. Gentlemen, I only hope, as I said before, you will employ common sense. That is the only thing for all of you to adopt and hold to. Gentlemen, I thank you."

Printers, every word spoken applies to the printer as much as to the hardware man, and more so; these are not times to cut prices; you need all you can get for your work, and you had better be idle than lose money on what you do.—Ed.

Be a Booster — Not a Kicker

There is altogether too much said in the trade press and in meetings of printers in disparagement of printers and the printing business—one of the particular things talked about a great deal is the difference in prices quoted on the same work.

There is nothing in this to cause half the comment. Printers have talked it so much that it has reached the point that it is a joke to the buyer—at least he tries to make the printers believe that it is.

There is a very great deal of difference in prices quoted—and there is a very great reason for the greater part of the difference—the same difference that will be found in the manufacture of anything wherein modern labor and modern machinery and special equipment enter so largely—it is not at all strange that one shop should have a more superior system for handling one style of a job than another. It is not strange that one man may say 140 hours will be required—that another will say that it can not be done in less than 160 hours.

It came to notice a short time since in a small job of decorating—4 rooms—all bidders furnished typewritten specifications—bids ranging from $180 to $410—and they were not printers.

Also recently on the same typewritten specificatons a contracting carpenter figured $900, while other bids ranged to $1,900—nor were these by printers.

The persistent pushing of a lot of boosters in the printing business would seem to place that business on a higher plane—there is no reason why it should not take its place among the higher crafts and maintain itself there by sheer force of merit—the merit that the census just completed gives it. Be a booster.

AN EDITOR'S CALCULATION

"Wot yu doin', Bill?" inquired the village lawyer as he filled his pipe from the editor's tobacco pouch and put his feet up on the table, preparatory to wasting a half hour of the editor's time. "Makin' some astronomical calculations?"

"Nope," replied the editor, looking up from the scattered sheets of figures, "I'm just figuring out my losses for the last ten years."

"Gee, Bill, you must a'been a millionaire when you started."

"No, I wasn't a millionaire. These are just losses of what might have been assets. I've figured out that there has been an average of two columns of space each issue which was as good as wasted and which I might as well have used for boosting my own business. At $10 a column that's $20 per issue, $1,040 per year, $10,400 in ten years. See? Then there's Dinkenspiel and Haufmeyer and Brown, for instance, who used to run $5 ads each week, when I began here. They quit because their ads didn't pay (of course not; they didn't think it necessary to change them and I didn't know enough to keep after them every week about doing it; and, anyway, I was glad to save that much composition). Now you see that's $15 a week—$780 a year—$7,800 in ten years. Then there's the free notices which ought to have been charged for, and the ads which were never paid on account of dilatory collection methods, bringing the grand total which I ought to have up to $23,333.30; my bank account to-day is only $26.10, leaving a net loss of $23,307.20, which figures I had just arrived at when you came in. Now if you happen to have $7.20 in your pocket and want to pay for the last 36 insertions of your card at 20 cents each, $7.20, that will leave me a deficit, even money, of $23,300."

"Well, Bill, that's a goin' some," said the lawyer as he reluctantly shelled out $7.20 and moved mournfully away to seek less strenuous company.—*The Printers' Album.*

Touchdowns

REPRINTED FROM "SPEED."

Learn to say "no" but know when to say "yes."

✦✦✦

"Justice, like charity, should begin at home."

✦✦✦

If the elevator to success is stopped—try the stairs.

✦✦✦

The only cure for laziness is to "work" it off.

✦✦✦

The more flattery a man hands his wife, the less pin money he will have to dig up.

✦✦✦

If a man puts all that is in him into his business, it will give him back all that is in it.

✦✦✦

Let well enough alone—and there'll be no progress.

✦✦✦

Do unto the printed matter of others as you would have them do unto yours.

✦✦✦

A patron that has been robbed doesn't return to the scene of the robbery.

✦✦✦

The time to hustle for business is all the time; the less business there is the more you want to hustle.

The true art of salesmanship is to sell something at a price that has a profit in it. It is not salesmanship to dispose of goods at cost or a loss, or at a price that is made to meet competition; but it is salesmanship to get the price that the quality and selling value of your article demands. Anyone can give goods away.—*By H. Dumont, Secy. Pacific Coast Borax Co.*

The Type Man

BY JAMES B. BRONSON, IN THE "AMERICAN PRINTER."

O, I'd like to be the type-man,
He's the chap what makes the dough,
For the printer has to hustle 'round
To pay his bills, I know.

An' he visits 'mongst the printers
Almost ev'ry other day
An' they tell him all their troubles
In a confidential way.

How Smith nex' door "just beat him
Out of a way-up job
By takin' off a dollar"
—the "stingy, cut-throat slob!"

How "the devil mixt reducer
With the great big pot o' glue"
And "the thirteen-nineteen's busted—
What-in-aitch are we to do?"

He's a kinder jolly feller,
He jus' scribbles in some books
The kinder type you want to-day
What point, an' how it looks.

He says his job "is mighty hard"
On that we don't agree.
I'd like a daily bubble ride
An' railroad tickets free!

He comes to our own office
Just about ten times a week,
An' wastes an hour or two a day
To voice this bizness squeek:

"The type is just a dandy!"
"It's cheap as it can be!"
But boss is kinder knowin'
And remarks "O, twenty-three!"

But, gee! when "thing's the matter"—
When somethin' has gone wrong—
Then that poor type-man wonders
If his job is just a song!

I'd like to be a type-man
An' travel everywhere;
For Wisdom, ten to pica,
Lurks underneath his hair.

Of course he don't "display" it—
But it sorter dribbles out,
Yet the printer shrugs his shoulders
—And the matter's left in doubt.

ENVOI

So I guess I'll keep a deviling
In the ole shop—wouldn't you?
For perhaps the time *is* comin'
"When the devil gets his due."

Your Estimate and Your Cost of Production

Don't Be Afraid Your Competitor Will Get the Job

IT would hardly seem possible after so much has been written regarding costs for one in the printing business, to so far miss the mark in his estimate and continue in business, as was brought to our attention a few days ago.

An estimate was called for on a blank, 14x16 inches in size, paper to be a fair grade of white writing paper, blank to be ruled both ways, with printed box heading and other matter at top, sheets to be put in pads of 100 each. On this blank an estimate of $4.25 was given for 1,000 copies. Let us see what such a job should bring under present conditions. To print 1,000 sheets, 14x16, it would require, without any allowance for waste, one ream of double cap paper. It would require a paper of at least 28-pound stock for this size form, which at 7 cents would cost $1.96. To this should be added at least 25 per cent, or 49 cents more, making it $2.45. There should really be added to this at least 25 sheets for waste in ruling and printing, which would add 10 cents more to your stock, making total for stock $2.55. There was considerable ruling, the blank having at least ten different columns of various sizes with faint lines and the regulation box heading. This would require going through the machine twice, which if charged for at the rate of 75 cents for both ways would be a fair estimate; then we have the setting of both sets of pens, which would consume at least an hour, adding another $1.25, or a total of $2.00 for the ruling. The composition being a box heading on a large form, with a *total* line at bottom, all of which must be properly registered, would take at least three hours to set up and lock up for press, allowing nothing for distribution after printing. To make a fair profit on this end of the work, the time should not be figured at less than $1.00 per hour, making $3.00 for the composition.

Unless the printer has a large sized gordon, it would be necessary to make this a cylinder form—figuring, however, that he has a gordon that would take it, he could not expect to get this form on the press, made ready and run off under an hour and a half at the best, considering the kind and size of form he has to contend with—for this time he should receive at least $1.75. It then becomes necessary to have the form gathered up and put in pads of 100 each, which is easily worth an extra 25 cents, which brings the total up to $9.55, which the figures bear out should have been the right and proper quotation.

Another printer quoted on this same identical job a price of $9.50 as against the $4.25. Which printer do you think was nearest correct in his estimate and what do you suppose the customer thought of the $9.50 printer after giving the job out at $4.25? Such quotations as these, based entirely on guess work, and poor at that, are what injure the business more than we can really estimate. This printer who took the job at $4.25 could just as easily have gotten $8.00, and even $9.00, for the job. Is there any wonder we hear the cry of price-cutting. We can see but two reasons for such ridiculous prices being made; first, ignorance, or probably stating it better by saying a lack of knowledge of costs, for we cannot imagine any one in business who has enough of that qualification to begin with, would for one moment consider conducting his business on the principles of selling his work at less than what it actually costs him; second, lack of backbone to ask a right and fair price for his product. This latter we think is the one thing that injures more printers and the printing business in general more than any other thing we know of.

We all seem to be afraid to stand up and demand a fair and reasonable price because we have so long been in the habit of doling out our goods at just a little—and not always at that—above the actual cost of production, simply because we felt that our competitor in the next block was doing the same thing and we were afraid he would get the job away from us. How much better we would all be off if we could just add ten or fifteen per cent on an average to our present business. Wouldn't that look well at the end of the month—we can do it. There is always about the same amount of business looking for some one to handle it and the others cannot get it all, so we can feel reasonably sure that we will get almost the same amount, even though we do raise our prices that much. Then we might stand a little let up and do less in quantity if necessary, have less wear and tear on our machinery and on our own nervous system, and in the end our books would show just as good, or perhaps a better *net* under the other system of prices. The one way to dispel this fear is to *get together*.

There is nothing like organization, where all differences can be talked over and where you can meet your brother-printer face to face and compare your experiences with his—in about nineteen cases out of twenty you will find you have been your own worst enemy and competitor through fear and selfishness—you will also find that these conditions have been strengthened in your mind by many of the statements made by the buyers of printing who carelessly and sometimes purposely misled you by false statements regarding estimates of your competitors. There is only one way to overcome this and now is the accepted time and as members of the Ben Franklin Club is the place. Make a new resolution, that, knowing your own costs, no estimate will be given by you that does not show a profit to you over your costs, no matter what your customer may say to you regarding estimate he may have received or what you may think your competitor is going to do when he figures on the same job. Your composition should not be sold for less than $1.00 per hour (it should be $1.25), your gordon press work up to a 10x15 at $1.00 per hour, large sizes and Universal at $1.25 per hour, ruling machines $1.25 per hour, linotype machines $1.50 per hour, cylinder presses up to 25x38 size $1.50 per hour, larger sizes $1.75 per hour. If you will stand up for these prices and quote them conscientiously, you will not only be doing yourself a lasting benefit but also improve the printing business in general by way of toning up prices and placing the business on a more substantial and profitable basis. Do your share.

A young mother having purchased a new dress for her little girl found it to be somewhat too large after a trial on, but exclaimed, "Oh, never mind, it will shrink enough when it is washed," when Martha, who was to wear it said: "How will the water know how much to shrink it so it will fit?"

We wish to extend our congratulations and hand of good fellowship to our brother printers of San Francisco, who have recently organized under the name of the Franklin Association of San Francisco.

We need a Franklin Club in every city in the Union.

American Motor Car Manufacturers' Assn.

Its Strength and Progress Gained by Determined Effort. By H. O. Smith

THE strength of united action has never received a better illustration than is shown in the history of the American Motor Car Manufacturers' Association: "There are so many things of mutual interest to the manufacturers of any class of goods that unity of action, with respect to these things, is the only sensible plan and it is due rather to ignorance of the results of united efforts more than to any other cause, that there are not associations of manufacturers in every line of business, although in some instances selfishness and suspicion may unfortunately be partly to blame.

The growth of the A. M. C. M. A. is an indication of its value. It was organized less than three years ago, with but a score of members, and these, with little idea as to what value could be derived from organization, and with few or no accessions to its membership until it had shown what it could do for its members, without interference with their individual desires and privileges, it has within the last eighteen months more than doubled its original membership and now includes fifty representative American makers, including some whose outputs are larger than any other concern in the world.

When a few years ago the independent small concern was practically excluded from an opportunity to show its goods at an automobile show in New York City, this association met the occasion by pledging its support to the Automobile Club of America, and by this support the club continued its annual shows open to the world, and has recently concluded the eighth of these successful exhibitions, whose value in furthering and developing the new industry cannot properly be estimated.

WATCH FOREIGN MARKETS.

Determined that the best the world affords shall be placed before its members, the association maintains a foreign representative, Mr. A. E. Schwartz, at Paris and Berlin, who makes frequent reports on trade conditions, the needs of the foreign markets and the best mechanical devices that are to be seen abroad, thus keeping A. M. C. M. A. members fully in touch with and awake to the best the foreign market affords, as they already are with the best in America.

Wherever the interest of the auto makers or users are jeopardized unjustly, there the officers of the association take a hand and through this united effort bring, if possible, sufficient pressure to bear to relieve the injustice. As an example of this, when makers of commercial vehicles, most of whom are members of the A. M. C. M. A., were being discriminated against by a number of steamship companies in New York City, the association took up the fight, and as a result showed the dock managers and the insurance companies the perfect safety of gasoline propelled trucks on their docks, with the result that they are now thrown open to this class of vehicles.

There is nothing whatever of trust methods in this organization. There are no iron-clad agreements, no royalty payments, no stipulation as to prices and only a nominal membership fee to help bear the expenses incident to the work being done. There are no attempts at standardization, for standardization means cessation of progress and stagnation; no interference with agents, no dictation as to either the manufacturer or the sale of the products of the individual members.

A large proportion of its past success and the great promise which it holds for the future, are due to the untiring exertions of its general manager, Alfred Reeves, who is now abroad attending the London, Paris and Berlin auto shows and collecting ideas and information pertinent to the makers of the different classes of vehicles represented by this association, thus securing for them, at no expense, much the same results that would be secured by an expensive trip of a man from each factory."

From the above article it is readily seen that other manufacturers have their troubles when it comes to organizing, and it is only after they are established that they are able to make the membership what it should be. Selfishness, suspicion, ignorance and not knowing their competitors are the reasons, why many men in the same line do not get together and it takes a long time to bring about results of organization, because so many that should help the cause along do not come in and make the organization strong enough to bring pressure to bear where it will do the most good. You have not seen an article on organization written by active members that do not point out the benefits brought about by these means.

If organization in other lines are beneficial, why not in the printing business?

We want every printing concern to become a member of Ben Franklin Club, and when we have them the results will come so fast that it will surprise you. If it pays automobile manufacturers, numbering only fifty concerns, to keep representatives in foreign countries at a large expense, why cannot printers pay the small amount the Club asks for dues to maintain permanent headquarters and employ the Secretary and an assistant to keep up the work laid out by the Club?

It will pay you the largest interest you have ever earned in benefits and make your business a pleasure by making it profitable, as it should be. Start the New Year right by sending in your application and you will never regret it.

Here's a Booster

CHICAGO, December 14, 1907.

TO THE MEMBERS OF THE BEN FRANKLIN CLUB:

I have the honor of being Chairman of the Fraternal Committee and am going to get busy at once.

I have made arrangements with the Chairman of the House Committee of the Chicago Advertising Association, 118 Monroe Street, to serve us with lunch every Thursday at 12:30 o'clock; this will be the regular program each week, beginning with the 19th of December.

I am a great believer in fraternalism, and if a goodly number of the boys will get together each week and get acquainted, discuss trade matters, etc., it is sure to redound to the benefit of all.

Come to the NOON LUNCHES and get acquainted and BE SURE to bring a prospective member with you.

Very truly yours,

H. L. RUGGLES,
Chairman of the Fraternal Committee.

We need a few more live wires in the Club. Get in it, you are one.

"Quit blaming people for your troubles—if you were big enough you would not have any."—Fountain P. P.

Ben Franklin Monthly

Published by the Ben Franklin Club of Chicago

A Monthly Journal Striving for the Solidarity of Employing Printers

Readers of this Journal are invited to criticise, comment or send communications to us for publication, but the publishers will not assume any responsibility for the views contained in them. The writer's name will not be published if so desired.

Subscribers will please notify us of any change in address

Advertising Rates

1-6 Page,	$ 7.50 for each insertion
1-4 Page,	10.00 " " "
1-2 Page,	15.00 " " "
Full Page	25.00 " " "

Copy may be changed for each issue

TERMS OF SUBSCRIPTION: Per copy $ .10; Per year 1.00

Address Communications to W. J. HARTMAN, 195 S. Canal St.

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Don't knock, boost.

Why not limit our membership to 400?

Help those that help us should be our motto.

Why not get together on a National Association of Franklin Clubs?

When a man boasts he is clothed in his own righteousness, it is often a misfit.

Be an optimist and don't let dull times worry you to the extent of cutting prices.

To be entertained is pleasant. To be instructed is beneficial. Both are desirable.

Never speak ill of a fellow-member—if you can't say anything good, better say nothing.

Anything that creates an added interest in the Club is beneficial to the whole printing trade.

There are still a few printers in Chicago selling composition at 60 cents an hour. Do they know their cost?

Be a Ben Franklinite—it will serve you well as an introduction when away from home as well as locally.

Three hundred is our goal for 1908—push it along. Every committee of two bring in one new member and we have it.

Without faith in humanity the future must be a dreary waste, indeed.

Divinity is said to love a cheerful giver, we doubt not that he also loves a giver of cheer.

You will be more charitable of the frailties of others if you remember your own shortcomings.

The publication committee would appreciate any items of interest to members. Send them along.

The self-righteous man has no place in an organization; his place in the wall had better be left a hole.

Is there any good reason why every printer in Chicago should not be a member of the Ben Franklin Club?

Don't forget that you can't make money in your composing room at selling composition at less than a dollar an hour.

Send to the Chairman of the Publication Committee any news items you may have or other matters of interest to the members.

Don't run your business to make money in your press room and lose it in the composing room—make each department stand on its own bottom.

You will confer a favor upon the chairman of any of our committees by advising him of any matters of interest to his committee. What we need is co-operation.

Don't get discouraged because business is dull—boost your price on what little work you do and your net will be alright. It won't increase your net to go out and cut prices in dull times.

The committee on location for central headquarters are still looking for a good central location, where spacious quarters may be obtained at reasonable rent. Our present lease expires May 1st. Has any one a suggestion?

Whenever the opportunity presents itself don't fail to boost Chicago printing for Chicago printers—discourage as far as is in your power the sending of printing outside of Chicago. We have the printing offices to handle it and should have it.

Why not emulate the Association of Commerce and issue cards of introduction to prospective buyers of printing that we are unable to serve—keep the business among ourselves as much as possible—then we will make the Club of value, and membership therein of value to its membership?

Don't get discouraged because a persistent price-cutter has taken a job away from you. It won't be long until he is full of fillers and unprofitable work, and besides, he has his limitations in output and you will find some work still left after he is filled up that will be placed at profitable prices.

It is not the best thing for your plant to be run at high tension 52 weeks each year—take a little slack time to clean up and get things in readiness for the spring rush; and if any work comes your way in the meantime, put a price on it that will help you clean up and possibly repair a few breaks that need attention.

Among Ourselves

Can anyone explain how it is possible for our neighbor printers, in the nearby towns, are able to quote prices 25 to 50 per cent below those of the Chicago printer and still have a margin of profit for himself?

Does anyone believe that it is possible for any one printer to produce work at less than 50 per cent below others in the same line and still make a profit on the work? Nevertheless, we often hear of such figures being quoted and then wonder where the successful bidder will get off.

Is it not better to do less business and make a larger profit on what you do than to do a large business and have small profits, with all the added worries and troubles of a large business running at high tension? We know of a number of our fellow members who are doing a smaller volume of business at a larger margin of profit, which yield a total net larger than was obtained when more business was handled, but at a smaller margin of profit. Don't be selfish to the extent of not being willing to see a press stand idle, even if work must be taken at a loss as a filler—better leave the press stand idle—it will last longer.

It is a fact that most of the largest buyers of printing in Chicago, whose catalogs run into the hundreds of thousands and who demand almost the impossible even from the largest equipment we have in the city, are able to obtain prices on their work at, and often below, cost to the successful bidder. The printer who is so fortunate as to have the facilities for the proper handling of this large edition work is certainly entitled to a fair return on his investment, and particularly when he is required to do what seems almost impossible in the ordinary way of production. A firm whose requirements are such that the printer is obliged to work day and night to make the necessary delivery should certainly be willing to pay for the added energy expended in handling the work in this manner. The printer is usually told that every day's delay represents thousands of dollars loss, but no mention is ever made by way of recompense if the work is gotten out a day or two ahead of the contracted time, nor is the speed in which it is to be handled considered in the price paid for the work. The great evil of course lies with the printers, as the buyer will not pay more than he is compelled to, and it therefore behooves the printers themselves to see that they receive their *pro quit quo* for labor performed.

What the "Master Printer" Says About Us

The BEN FRANKLIN MONTHLY, of Chicago, for September, is a splendid tonic for the printer whose backbone needs a little stiffening. There are several good articles on the cost of doing business and price making, as well as some good advice on organization. In another column we condense a few of the gems with which it was studded.

It is more flattering to have people wonder Why we are not famous than Why we are

Do You Have a Monthly Report?

If you want to keep in touch with your business you should have one. It should show you exactly whether you have made or lost money during the month, and in order to be able to make such a report you must have a system whereby you keep account of all labor done and not billed out during the month, also what was on hand the first of the month and take an inventory of stock on hand; when this is available it is very simple to get a correct statement of your gain or loss during the month. We reproduce a blank used for this purpose. This blank can be changed to suit your business as to items, but the form will illustrate the manner of making a report of this kind. Same can be used for making quarterly, semi-annually or annual reports.

If you will have reports made in this manner for a short time, you will never do without them thereafter.

STATEMENT FOR MONTH OF

.....

Amount of Production billed during month of ..... $.....

Uncompleted work and mdse. on hand at cost ..... 1st .....

.....

Uncompleted work and mdse. on hand at cost ..... 1st. ..... $.....

Interest and Discount. .....

Repairs. .....

Insurance. .....

Expense, Misc. .....

Rent, Light and Power. .....

Expense, Comp. Room, Press Room and Bindery. .....

Pay Roll, Comp. Room. .....

Press Room. .....

Bindery. .....

Office. .....

Merchandise .....

Electrotyping and Engraving. .....

.....

.....

Net ..... $.....

ASSETS

Plant ..... $.....

Plant, Type. .....

Accounts receivable. .....

Bills receivable. .....

Cash on hand. .....

Unearned amount Insurance. .....

Uncompleted work and mdse. on hand at cost. .....

Suspense .....

.....

$.....

LIABILITIES

Capital Stock ..... $.....

Accounts payable. .....

Bills payable, Mdse. .....

Bills payable. .....

.....

.....

Surplus. .....

.....

$.....

Photo-Engravers' New Scale of Prices

Based on the Actual Cost of Production

PHOTO-ENGRAVING by one method or another has been operated for possibly fifty years. The half-tone and zinc-etching processes have superseded the older methods in the last twenty-five years. From the infancy of the business the plates or purely manufacturing part of the work have been sold at a varying price per square inch, usually uniform with each concern, and the rate high or low, dependent on the quality of the product.

As is usual with new methods, the price at the beginning is based on some precedent, or, the price for the article it supersedes. So with process engraving, the price at the start was barely under the price for the then prevailing wood cuts, which it will be understood were entirely hand work and proportionately expensive; as a consequence, the first price made for half-tones or zinc-etchings was very much greater than at present.

In the course of time competition began. The usual result of lowering prices followed. Improvement in methods and machinery reduced the cost of production, making possible further reduction in price to meet competition.

About ten years ago the Photo-Engravers of the United States held their first convention at Buffalo, N. Y. About fifty firms were represented. It being the first meeting, brought about by the hardships of a fierce competition, the question of cost of production was gone into at length. It was found that the prevailing price for half-tones was 20 cents per square inch, and for zinc-etching 8 cents per square inch. The minimum charge for either being for ten square inches.

It was declared and admitted then by all delegates that small cuts cost very much more, in proportion, to manufacture than large cuts, but no plan was offered to get away from the square inch method of pricing the product.

Since that time the price has remained about the same generally, but higher at some and lower at other points, the cost of production, quality and competition all having an effect on the price. Only one firm, a Chicago concern, has based its charges on a sliding scale.

There are at present about three hundred Photo-Engraving firms in the United States and Canada. All are selling their product at a price per square inch. And yet, just as surely as any Photo-Engraver is asked the question, he will declare unqualifiedly that small cuts cost very much more per square inch to make than large cuts.

Recently the Photo-Engravers of Chicago, to the number of sixteen, decided that since not one of them knew more than the average cost of producing their work, it was time to get down to facts. To that end they employed an accountant, expert in cost systems, to make an investigation in their various shops.

The result was the discovery that the cost of making a ten-inch cut is nearly three times as great per square inch as an eighty-inch cut. Using the expert's figures as a basis, a committee of seven practical Photo-Engravers have devised a sliding scale of prices, based on two factors—a fixed charge to cover the labor and other fixed expenses and a square-inch charge to govern the material cost. The scale reduces the prevailing price on cuts over thirty square inches in size, and increases the price for cuts under that size. Being based on the cost of production, the margin of profit at scale prices will be nearly uniform, whether the cuts are large or small.

The agitation of the new scale has extended over the entire country, a consideration of making its adoption general having been so favorably received that a meeting of photo-engravers was held at the Fort Pitt Hotel, Pittsburg, Pa., November 25. —*December Progressive Printer.*

"Here's to You, Dad"

We happened in a home the other night and over the parlor door saw the legend worked in letters of red, "What is home without a mother?" Across the room was another brief, "God bless our home."

Now, what's the matter with "God bless our dad?" He gets up early, lights the fire, boils an egg, grabs his dinner-pail and wipes off the dew dawn with his boots while many a mother is sleeping. He makes the weekly hand-out for the butcher, the grocer, the milkman and baker, and his little pile is badly worn before he has been home an hour. He stands off the bailiff and keeps the rent paid up.

If there is a noise during the night, dad is kicked in the back and made to go down stairs to find the burglar and kill him. Mother darns the socks, but dad bought the socks in the first place and the needles and yarn afterward. Mother does up the fruit; well, dad bought it all, and jars and sugar cost like the mischief.

Dad buys chickens for the Sunday dinner, carves them himself and draws the neck and the ruins after every one else is served. "What is home without mother?" Yes, that is all right; but what is home without a father? Ten chances to one it is a boarding house, father is under a slab and the landlady is a widow. Dad, here's to you! You've got your faults—you may have lots of 'em—but you're all right, and we will miss you when you're gone.—*Scottish Rite Bulletin.*

There are so many ways that money and time can be lost in a printing office, that it seems almost impossible to find where it will ever end.—*Press and Type.*

A Song of the Yuletide

BY BYRON WILLIAMS, IN "CHICAGO EVENING JOURNAL."

Th' Christmas time is comin'; I kin feel it in th' air.
They's trinkets in th' bureau and they's whispers on th' stair.
Th' kids is sorter quiet, watchin' chimney nooks at night,
While mother comes from shoppin' with her eyes a flashin' bright.
They's expectation bigger than a load o' clover hay
When daddy's Little Willie kneels him down at night to pray:

"O p'ease, God, make th' chimney just a little wider—do,
Er else I'm 'fraid that Santy can not git my pony through!"
He wants a sled and mittens and a dandy drum t' beat,
A train o' cars, a muffler an' sum skates t' fit his feet.
He's fixed it up on father—I kin hear th' rascal laugh—
Th' things he wants fer mother must be compromised by half.

There's bakin' in th' kitchen and a smell o' punkin pies,
A spirit of enchantment and a bracin' fer surprise.
Th' rural mail deliv'rer stops at every house en route—
There ain't a soul a livin' but that Santy hez found out.
Th' turkey cock is struttin', full o' pride before a fall,
And they's mistletoes a hangin' frum th' casin' in th' hall!

I'm watchin' it, by ginger, an' when ma cums hustlin' through
I'll ketch her gist in under and I'll smack her kisser, too!
It ain't so long, young feller, when I ketched my Mandy thus
And sealed th' hull transaction with a rousin' Christmas buss.
That's why this Yuletide spirit allus seems t' gladden me
An' kinda runs me over with a joyous ecstasy!

We've trod th' way t'gether, holdin' hands a-down th' lane
An' thankin' God pertic'lar they has been more sun than rain!
Each Christmas finds us richer than we wuz th' one afore
Contented and plumb happy with our tousleheads—they's four!
That's why I'm watchin', mister, fer my Mandy here to-night,
T' kiss her like I loved her an' t' start this Christmas right!

HAMILTON'S

Type Setting and Type Casting Machine FURNITURE

Is always endorsed by the manufacturers. Like other furniture which we make for printers our aim has been to produce the practical, which means the economical.

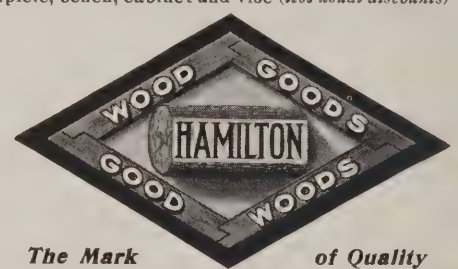
MONOTYPE WORK BENCH
with cabinet and vise in position

The Monotype Workbench

Enables the operator to produce high-grade material. With the vise, bench and cabinet he can properly clean the pump body, and he will be provided with suitable places for storing metal, tools, oil can and other accessories. This outfit has received the unqualified endorsement of the Lanston Monotype Machine Company. Made of ash, antique finish, with top of rock maple plank, grooved and tongued. Length of bench, 72⅝ inches; width, 36 inches; height, 35 inches.

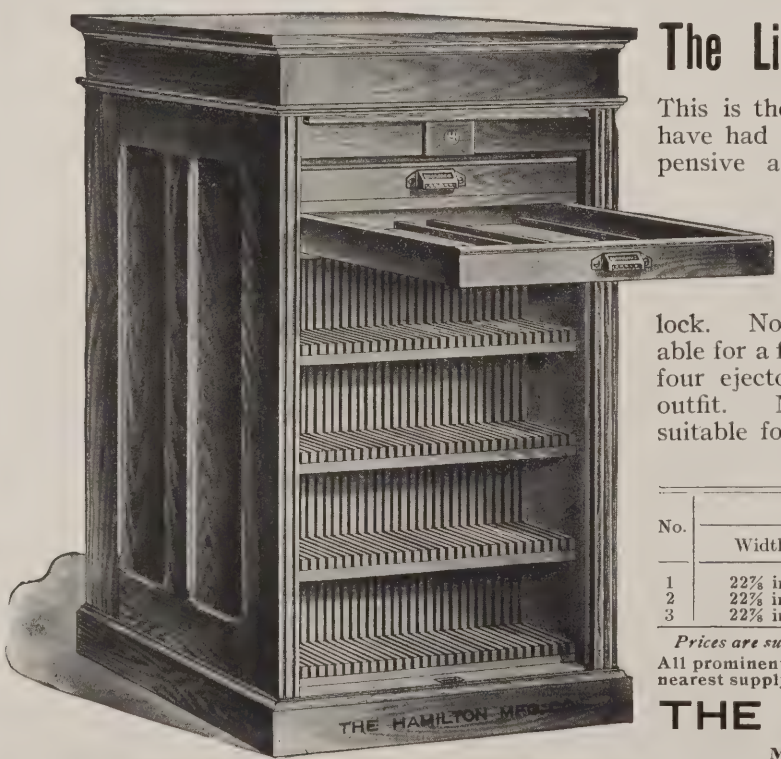
The bench is arranged to take our regular Monotype mould and matrix cabinet, and a vise in the position shown in the illustration.

This outfit will be an incentive to the operator to keep his machine and accessories in the best working condition. That means more and better work. Weight of bench, 350 lbs.; weight of cabinet, 80 lbs.; weight of complete outfit, 450 lbs. Price of bench . . . $48.00
Price of cabinet 22.00
Price complete, bench, cabinet and vise (*less usual discounts*) . 80.00



The Mark of Quality

Always found on Hamilton furniture. Familiar to 60,000 master printers



No. 2 LINER and EJECTOR BLADE CABINET with roll front secured with lock

The Liner and Ejector Blade Cabinet

This is the first opportunity users of linotype machines have had to purchase a cabinet to accommodate the expensive and essential liners and ejector-blades. The trays or drawers are for liners and the grooved racks will accommodate the ejectors. The bottoms of these racks are lined with brass. The cabinet is made of ash, finished antique. It has a roll front, secured with Yale lock. No. 1—One liner tray and two ejector racks, suitable for a five machine outfit. No. 2—Two liner trays and four ejector racks, suitable for a five to fifteen machine outfit. No. 3—Three liner trays and six ejector racks, suitable for a fifteen to thirty machine outfit.

List Prices and Dimensions

No.	OUTSIDE DIMENSIONS			Weight Crated	PRICES
	Width	Depth	Height		
1	22⅞ in.	19½ in.	24¼ in.	120 lbs.	$35.00
2	22⅞ in.	19½ in.	38⅜ in.	180 lbs.	48.00
3	22⅞ in.	19½ in.	52⅝ in.	240 lbs.	60.00

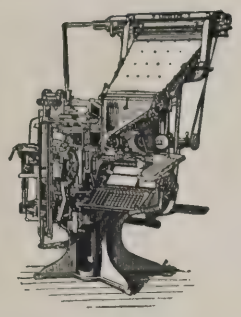
Prices are subject to usual discounts

All prominent dealers carry Hamilton goods in stock. Send to us or your nearest supply house for our complete catalogs and illustrated circulars.

THE HAMILTON MFG. CO.

Main Office and Factories, TWO RIVERS, WIS.
Eastern Office and Warehouse, RAHWAY, N. J.

A valuable line gauge, graduated by picas, mailed free to every inquiring printer. WATCH OUR ADS. Something new next month



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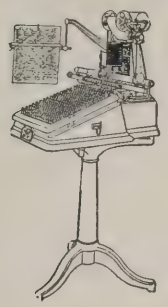
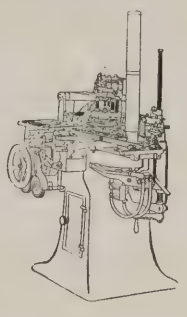
44-46 La Salle Street

Telephone 904 M Auto. 4477

We make a specialty of tabular matter. Will MAKE-UP ready for foundry or press. No tabular job too difficult or too big for us.





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SIX SERIES OF WIDE APPLICATION

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Cast Point-Line, Point-Set, Point-Body, from Superior Copper-Mixed Type Metal. Lightest and Most Durable in the World furnishing Greatest Economy and Highest Profit.

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First Class Service
Our Specialty

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Everything for Printers

Is in our line. We know what these things are for ourselves and how to use them. If you have anything of a special nature that is new to you let us advise you—if you don't want advice, but just what you need when you order it—call us up, we will do the rest. Our large and comprehensive stock enables us to make prompt deliveries. The quality is another important matter, look at the list of a few standard lines we carry.

Chandler & Price and Challenge Gordons
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Our Own Brass Rule
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You can't afford to purchase without first securing our figures and ideas, send for our man today.

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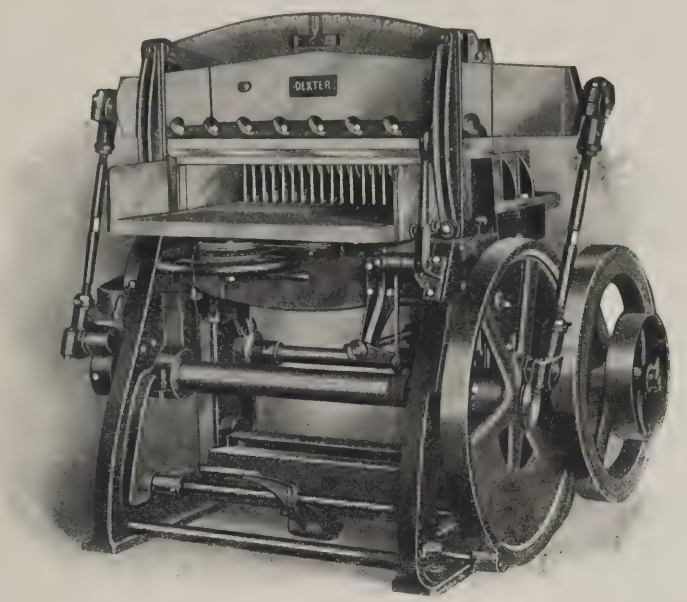
The Strongest, Simplest, Most Durable and Most Perfect Working Cutter Manufactured



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DEXTER
AUTOMATIC CLAMP
Cutting Machine

Dexter Folder Company
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Big reductions in Type, Rule, Leads, Slugs, Metal Furniture, Spaces, Quads, Brass Leads, Etc.
JOB TYPE, except Scripts, Shaded Letters, Etc., in Weight fonts at BODY TYPE PRICES.

Brass Rule, Brass Leads, Metal Leads and Slugs,	30%	Discount
Metal Furniture, Quads, Spaces, Etc.	20%	"
All Type	5%	"

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Telephone Main 2049-2050 189 Fifth Avenue, Chicago, Ill.

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AT YOUR SERVICE

The Largest Exclusive Linotype House in Chicago

OUR BUSINESS
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WE RUN DAY AND NIGHT

NOW LOCATED AT
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Our Specialty is circular folding from 1 to 5 fold. Having the largest and most complete plant in the city for this class of work, we can save you money and give you prompt service.

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We are Closing Out the Following Lines as ***JOB LOTS:***

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Abbotsford	$ 0.07¼	per lb.
Armory, light weight	.12	" "
Belgrade	.05½	" "
Blackfriars, 20 x 25	4.25	" rm.
Blackfriars, 22½ x 28½	5.75	" "
Cadmus Duplex, No. 6	.03⅜	" sh.
Cheviot	.04½	" lb.
Embossed Fort Dearborn	3.25	" rm.
Embossed Yellowstone	3.25	" "
Embossed Ulster	5.00	" "
Franklin Gray and Red	.04¼	" lb.
Gobelin	6.00	" rm.
Inland, 20 x 25, C I S	5 00	" "
Japan (French)	7.50	" "
Korean	4.25	" "
Madras	.08	" lb.
Old Cloister, 23 x 28½, lt. wt	10.00	" rm.
Oriental	.06	" lb.
Panama	.14½	" "
Raw Silk	.05½	" "
Rhododendron	.09	" "
Shandon	.06½	" "
Velour	.06	" "
West Point, Terra Cotta	.04¼	" "
White Star, 140-lb.	.08½	" "

Book Papers

Anglo Saxon, Deckle-edge,	$ 0.04	per lb.
Parian Coated	.04½	" "
Waringstown	.04	" "
Old Downshire, deckle-edge	.07½	" "

See Jan. 1st Catalogue for Quantities and Colors

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To obtain the most artistic "halftone printings" at a moderate cost for paper, use

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You can depend upon it.

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When properly presented to prospective buyers of printing, always "cinch" the order.

ENGRAVERS' SHADED
CHELTENHAM INLINE
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CLEARFACE BOLD

We have them in Job or Weight fonts, the latter at Body rates. Get our quotations before placing your orders.

Crescent Type Foundery

346 and 348 Dearborn Street, Chicago

We are led to believe that the members of the Ben Franklin Club believe in reciprocity, yet only a few of them have bought OLD DEERFIELD BOND

WHY?

SEND YOUR ANSWER TO

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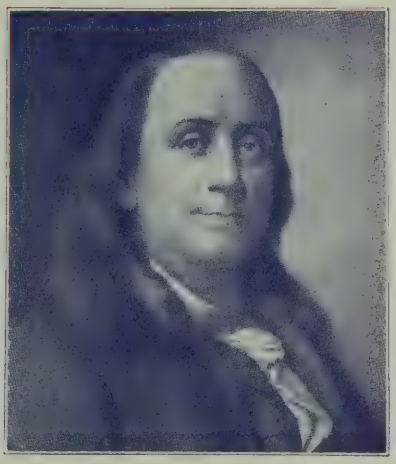
TWENTY-SECOND GRAND RE-UNION AND RECEPTION

BY THE MEMBERS OF

FRANKLIN UNION NO. 4

I. P. P. and A. U. of North America

1886



BENJAMIN FRANKLIN

1908

Second Regiment Armory

SATURDAY EVENING, APRIL 25, 1908

JOHN F. HIGGINS, PRINT (STATE PRINTERS TRADES COUNCIL CHICAGO) NO. 279-285 MONROE STREET

A QUESTION OF RECIPROCITY

IN order to commemorate this anniversary, and as a souvenir of the occasion, this book is issued. We ask that you preserve it to refer to, as considerable labor and expense have been expended in its production. To meet this expense friends of the Union have been solicited to place advertisements in the book, and it is to those advertisements that we wish to call attention.

¶ Members of the Franklin Union and their associates of the Printing Pressmen's Union of Chicago have always been noted for the persistence with which they have "boosted" their friends. And while we have no condemnation for those thus formerly favored for not advertising in this souvenir, we feel it is but our duty to ask that the "boosting" be done for those who have shown their good will by advertising with us. Therefore we ask the members and their friends to scan these pages carefully. You will find first-class houses in every line represented, and whenever your influence for the purchase or recommendation of supplies can be used, *remember* those advertisers who patronized the *Franklin Union Souvenir*.

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Sam'l Bingham's Son Mfg. Co.

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507-509 Broadway

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Chas. Eneu Johnson & Co.

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PRINTING INKS OF ALL KINDS

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Manager

125-127 PLYMOUTH COURT
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Inland, Hansen, Farmer Type
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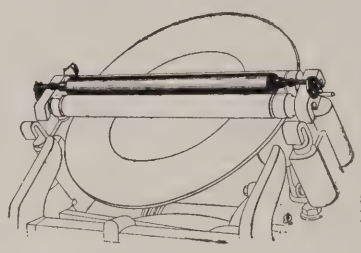
National, Advance, Challenge, Reliance,
Chandler & Price Paper Cutters

A. F. WANNER & COMPANY

340-342 Dearborn Street, Chicago, Ill.

The Ideal Vibrator

Is a practical and efficient device that will greatly improve the quality of your platen presswork. It travels with and is operated by the form rollers, carrying the ink constantly from one roller to the other. Avoids streaking; does away with double rolling; saves ink; gives more and better results. Better order one to-day. Your money back if you want it.



COMMENTS OF USERS

"The Ideal Vibrator is giving excellent satisfaction," etc.
The Henry O. Shepard Co.

"We are well pleased with the Vibrator."
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"We are delighted with it, as it has given us eminent satisfaction and has substantiated every claim you made for it."
Marshall & Bruce Co.
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Made only by

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SIGMUND-ULLMAN COMPANY

PRINTING INKS

CHICAGO NEW YORK

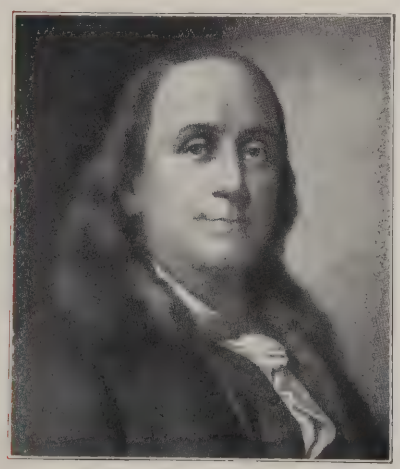
A Quarter of a Century's Progress

WHEN any institution established by human agency has successfully withstood the buffetings and changed conditions incident to a quarter of a century of recorded time and the association still maintains its strength, vigor and energy, it is an assurance most positive that it embraces a membership of substantial and sterling qualities.

In celebrating its quarter of a century existence the members of Franklin Union No. 4, I. P. P. and A. U. of North America recognizes the splendid advantages which Chicago as a printing center has always possessed as well as the great progress which has been made in the printing art in that time. Notwithstanding these important steps on the path of progress it is evident that improvement will continue to be marked on the dial of typographic art until perfection is achieved.

We realize more than ever before the important influence of good printing on the world's progress and we pledge our best efforts and influence in maintaining the standard on its highest plane. Hoping for co-operation in this regard from all substantial houses in the printing trades we promise to reciprocate the favors here shown in every way possible and to further their business success accordingly by every means within our power.

Convinced of the fact that those who handle the implements of the trade, those whose work brings them in close contact with the operation of all appliances in connection with the production of printing, we feel that our aid can be of great advantage to all firms who are interested in supplying the same.



BENJAMIN FRANKLIN

It is well known that this city has contributed its full share of original ideas to the advancement of good printing, and it has come to be an acknowledged fact that any workman who has filled positions in any of the principal establishments of Chicago can fill supervisory positions wherever good printing is appreciated and where good work is in demand. In this connection it may be stated that extra efforts are being taken to keep alive the superior taste for artistic printing and to encourage further ambition on that line until Chicago will be as deserving of prominence for being the home of fine printing as it is for any other of its great achievements.

SHORTER WORK-DAY

By GEO. L. BERRY, President of the I. P. P. and A. U.

"Whether you work by the piece or work by the day,
Decreasing your hours increases your pay."

This couplet has the distinguished merit of being both rhyme and reason. Let us see how the thing works.

Hours and wages are, of course, the two chief factors in the "conditions of labor;" in other words, the conditions of labor are determined very largely in proportion as the work-day is long or short and the wages high or low. So closely are these factors of hours and wages related to each other that there frequently arises a question as to the relative importance of each.

Some persons insist that a shorter work-day is more important than a high wage; others insist upon the opposite view. Suppose, then, that we eliminate all difference of opinion upon this ground and agree among ourselves that wages—the money received from the employer—is the main thing to be considered, as best representing the product of our toil.

This much agreed upon, all that remains to be considered is how best to increase wages, whether by a direct movement which, while it leaves the actual rate of wages the same for the time being, effects a relative increase by reducing the amount of labor performed for a given sum in wages.

Here it is that the rhyme and reason of the old couplet assert themselves. Decreasing the hours increases the pay, not because we wish it that way, but because nature wills it that way. At this point another axiom occurs to the mind, namely, that "motion seeks the line of least resistance." Things move quickly and easily in proportion as they succeed in avoiding resistance. Applying this axiom to the question in hand, the moral is that wages will move upward the more readily in proportion as the effort in that direction is made along the line of least resistance.

Stated in another way, the effort to increase wages will succeed in proportion as the employer is enabled to grant the increase with least disturbance to his business. Reducing the hours increases the pay by virtue of the fact that that policy follows the line of least resistance in the matter of wages.

It follows that, even though an increase of wages be deemed of first importance, the question of reducing the hours of labor must also be considered, if only as a question of ways and means.

The matter of the shorter work-day is one that has confronted every labor organization at some time or other in its existence. The history of the labor movement amply demonstrates the force of the argument in favor of the policy of reducing hours, not only as an advantage in itself, but as an indirect means of increasing wages. Indeed, it is safe to say that the history of the labor movement is mainly a history of the success achieved along these particular lines. A sufficient proof of the contention made in this regard is found in the simple fact, apparent to every one, that wages are highest where the work-day is shortest, and vice versa.

GEO. L. BERRY

PRESIDENT INTERNATIONAL PRINTING PRESSMEN'S AND ASSISTANTS' UNION

THIS GENTLEMAN NEEDS NO INTRODUCTION OR EULOGY FROM US.
HIS WORK SINCE HIS ELECTION TO THE PRESIDENCY OF
THE I. P. P. AND A. U. SPEAKS FOR ITSELF

Franklin Union No. 4, I. P. P. & A. U.

The organization of Franklin Union No. 4 dates back to the year 1886, that epochal period in the labor movement when so many labor bodies took on active life. At this time a few pioneers in the field of printing met and formed the nucleus of an organization which has since achieved a high measure of success in the great world of organized labor. Cradled in the midst of adversity at a time when from extreme depression of trade and other causes many labor bodies were being driven to the wall, Franklin Union continued to grow, flourish and prosper.

Labor associations, like the character of an individual, are largely influenced by their early struggles and surroundings, so the future of the Union was largely determined by the character, intelligence and progressive spirit of its membership during the first years of its existence. These courageous pioneers in the movement laid the foundation of an organization which though destined to meet with many buffetings, was strong enough to overcome all obstacles, and actually prosper in the midst of adversity.

Peter P. Deinhart was the first President of the organization, and many of its early officers and members have since become successful in the business world and prominent in connection with kindred organizations. To their credit be it said they have always entertained a warm feeling for the organization which first claimed their allegiance. The form of government is democratic, and the administration of affairs has always been conducted according to sound business principles. Its policy has been conservative, it being the first association in the job printing line to propose and sign a trade agreement with the employing printers of Chicago.

Through a strange piece of fate or other circumstance Franklin Union, through no fault of its own, has established a reputation for aggressiveness which will last for many years in the future. The greater portion of the Union's existence has been spent as a purely local body, "a maverick," so to speak, depending on its individual strength to carry on the purposes of the organization. How well this has been done may be judged from the fact that wages have been increased, hours shortened and conditions improved generally.

The tendency of the times, however, necessitated national organization in order to more fully accomplish the ultimate purpose of trades unionism, and acting in accordance with this spirit Franklin Union on the 9th of November, 1907, became affiliated with the I. P. P. & A. U.—the union being in perfect accord with the policies of the International.

Franklin Union maintains a sick fund which in the past has contributed many thousands of dollars towards the relief of its sick and needy members, it having also been generous in its donations toward the relief of its fellow toilers whenever the occasion presented itself. Conscious of its good work in the past it hopes to deserve in the future the respect of its membership and the good will of every fair-minded employer.

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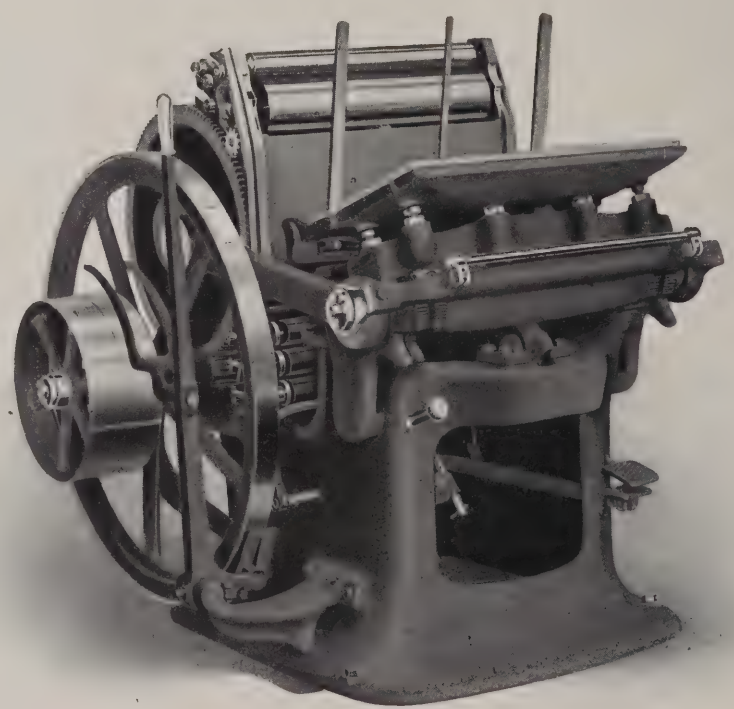

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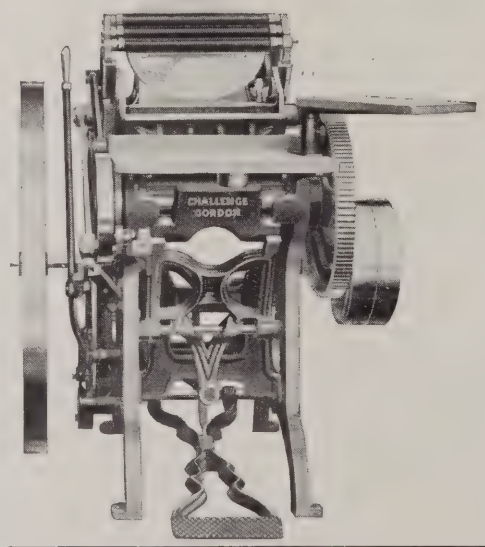

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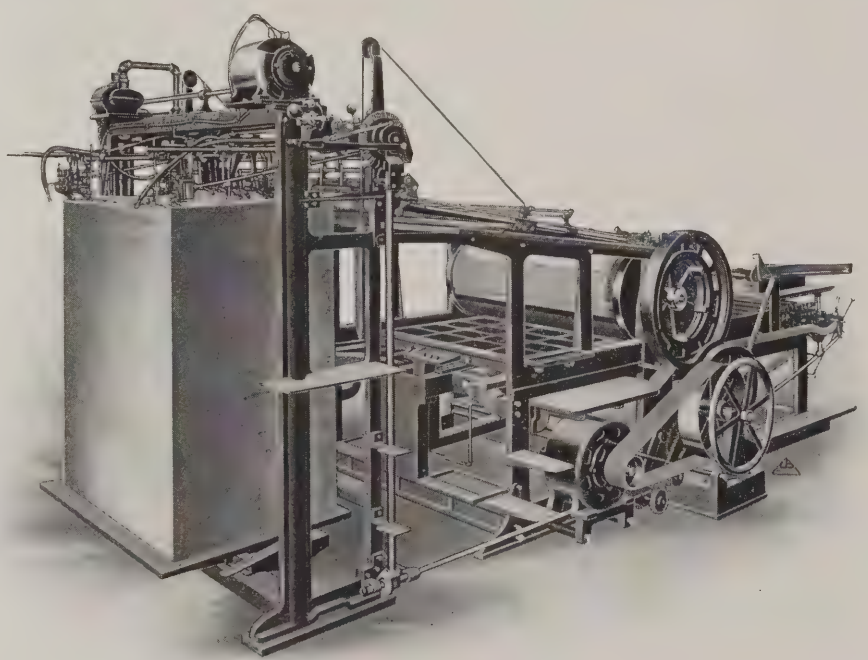

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JOHN M. SHEA

Among the real heroes of the labor army of the last twenty years there is none who has more honestly won the esteem of the toilers in the movement than has John M. Shea, Secretary-Treasurer of Franklin Union No. 4, nor is there one who has borne the scars of battle with greater modesty and humility than has "The Grand Old Man" whom we all delight to honor.

Mr. Shea has been the financial officer of Franklin Union No. 4, with the exception of one term, ever since the office was created, and it is a part of the history of this period that there never was a more zealous or faithful official in any organization than Mr. Shea has proved himself to be.

Franklin Union No. 4 Mr. Shea has seen grow from a handful to a membership of more than 1,600, and to his loyalty and courage in behalf of the cause much of the credit must be accorded. He is wise in counsel and steadfast in conviction and it is to such judicious leaders as he that organizations of working people owe their advancement as much as to their own efforts. Honesty is John M. Shea's watchword.

Mr. Shea has assisted in having the wages of feeders doubled in the time he has been connected with the movement and their condition in many particulars otherwise improved. With the stronger alignment in which the Franklin boys are now affiliated the many bright anticipations which this sturdy veteran has often expressed as to the good results always following steadfast adherence to principles and devotion to a righteous cause are now being fulfilled and the organization coming into the possession of what rightfully belongs to it.

L. S. MILLS

Business Representative L. S. Mills is a man who has worked in many sections of the western country and every place in which he has been he has left the mark of his earnestness in behalf of the cause of organized labor. His vigor and persistence have been so pronounced that upon coming to Chicago, some ten years ago, he entered heartily into the severe contests into which Franklin Union was engaged. Two years ago Mr. Mills was elected to the office of Business Representative, and at the recent election of the officers of Franklin Union he was chosen as his own successor with great unanimity.

Labor bodies, like business institutions, need careful management and judicious leadership. Whether or not they have these will be depend such success as they attain. It has been the good fortune of Franklin Union No. 4 to have been guided by upright and painstaking officials who have kept in sight the welfare of the men composing the membership of the organization first and to let non-essentials and outside issues take second place. The men who contribute the resources, in the judgment of the Franklin officials, are the ones entitled to the organization's first attention.

Mr. Mills is an official who is both earnest and tactful and the best results have come from the judicious manner in which he has administered the many difficult tasks that have fallen under his supervision, while the neat and accurate manner in which he keeps the records of the meetings is the subject of unstinted praise by the members of Franklin Union. Mr. Mills' administration of the office is businesslike and competent and his success has been such as to cause his friends in the organization the greatest satisfaction.

GEO. E. CRANE Prest & Mgr. JNO. DRURY. Secy. & Treas.

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The following news item appeared in the Louisville (Ky.) Free Press and is of interest on account of SUNNY BROOK being, so to say, a home product, the executive office of the Sunny Brook Distillery Co. being located in Chicago:

"RUNNING FULL BLAST.

"Both houses of the big Sunny Brook Distillery are running day and night now—the whole twenty-four hours. This is very likely the only distillery in the whole United States doing that at present. Most houses have shut down completely or are running half time on account of the so-called hard times, high price of grain, cooperage, etc. The mammoth Sunny Brook government bottling house is bottling in bond over one-fourth of the total amount bottled in the entire Fifth District. Sunny Brook certainly is a wonder."

The value of genuine, natural whiskey as a tonic are fully recognized and the medicinal qualities of Sunny Brook—the PURE FOOD Whiskey—are acknowledged by the highest medical authorities. If your system needs building up or if your nerves are "on edge" try a little Sunny Brook and you will find that it will restore your old-time vigor in almost no time, and by using SUNNY BROOK moderately you are bound to benefit your health in general. See that you get the genuine. Accept no substitute. Every bottle bears the government green stamp certifying to the age, proof and measure. No home should be without it.

A CALL FOR ACTION

The following article, written by a prominent member of the printing fraternity who has made a study of this most important question, is commended to the organizations of the printing trade as one which requires the agitation and action called for, and should awaken many members of the trades interested to the fact that there are reasons for dullness in the printing trade besides the present depression of business. Unions interested should take up this question, investigate and act:

It is unfortunate that comparatively few of the craft—employers or employees—realize the influence which the Government may exercise on the trade. From time to time we have read in the newspaper and trade journals some reference to changes in the postal regulations, and probably have passed up the matter as of no direct importance to printers as such, concluding that it was some question of detail of remote interest, having a notion that postoffice regulations reducing or increasing postage on letters are the only ones that can affect us. That is where we made a grievous mistake. An order of very few words issued by the postal department may have a wonderful effect on the trade. In these dull times, or even in good times, we cannot be too alert in seeing that no injury is done the industry in which we have invested our capital, for skill is the capital of the worker just as much as money and machinery are the capital of employers.

For a number of years the postoffice department carried at the rate of one cent per pound a great quantity of printed matter. This was the custom, and publishers and employers invested money on the theory that they would be permitted to continue mailing at that rate. Naturally they purchased paper and other material, which provided work for many paper-makers, compositors, pressmen and other wage-earners. All these people were imbued with the idea that it was the business of the postoffice to distribute as cheaply as possible any reputable communication—printed or otherwise—which one class of citizens wished to send to another class willing to receive it. Citizens and officials who believed that the postoffice should be "made to pay" clamored about the deficit and began to look around for some means whereby savings could be effected.

It is noticeable in this connection that the postoffice department is the one nearest to the people—that is, it serves the greatest number of persons, and the masses come in contact with its services more frequently and more closely than they do that of any other department; yet, according to these "reformers," it is the one department which should be made to pay its expenses. Not one of them thinks that the navy, army, the state or the agricultural department should be self-supporting. It is only this department which is so closely identified with the life of the people that is required to turn a profit into Uncle Sam's coffers. Though we can not stop to discuss the matter, it is proper to say that many students of postal affairs deny that the department incurs a real deficit. If allowance were made the immense amount of mail—said to be twenty million dollars' worth a year—which is carried free for the Government and its officials who enjoy the franking privilege, the department would show a handsome surplus.

The gentlemen who want to make a profit-making concern of the postoffice after considering ways and means found it an impossibility to raise the rates, for that would provoke a public outburst. Following the line of least resistance—doing those things which the public would be slow to hear of or understand—they determined to adopt the policy of restricting the amount of printed matter going through the mails. They did not go to Congress to change the law but exercised their authority to issue rulings and orders to further the purpose they had in view. It was decided that certain classes of publications should not be sent through the mails at the rate of one cent a pound, and that other publications should not circulate as freely as heretofore unless they paid a much higher rate—a price which was impossible for them to meet and continue in business.

Let us see how these rulings operated. Writing on February 12 to Congressman Overstreet, Third Assistant General-Postmaster, Lawshe said: "This regulation has taken out of the mails since January 1 millions of copies of publications whose circulation for advertising purposes had been swelled to the limit." A Chicago publisher who is hand in glove with the department on this element of the question has declared that the rulings reduced by twenty-five per cent the amount of second-class matter going through the Chicago postoffice. "A Publisher," writing to the Fourth Estate, a paper for newspaper men, says that this drastic order has "knocked off an average of more than eighteen million copies a month since January 1." Of course the postoffice officials give plausible excuses for this. They say in effect that the papers were detrimental rather than beneficial, and take the position that an advertising sheet is an illegitimate publication so far as second-class matter is concerned. Here again we cannot tarry to talk on this phrase of it and have to be content with the statement that in the opinion of many competent persons the position of the officials is an untenable one and their deductions do not accord with the facts.

It is an important matter for printers, who have sidestepped postal-regulation discussions on the theory that they were not interested. They must be made to realize that if the postoffice is to be made to pay under the present system of curtailing mail the printer, paper-maker and all others who help to make printed matter will have to pay the freight. The stoppage of these millions of copies that Mr. Lawshe so exultantly refers to means so much less work for pressmen, paper-makers and a host of other workers; his rulings mean that he intends to put out of employment some of those engaged in the printing trade and make it more difficult for them to earn a livelihood. This would not be so bad if in doing so he was advancing the postoffice as a public utility. On the contrary, however, he is restricting its usefulness and depriving thousands of people of the opportunity to read matter which they are quite willing to receive. The postal department has proceeded on the theory that the makers of printed matter were not worth considering, and by a stroke of the pen has proceeded to deprive employees of work and depreciate the value of employers' plants.

The department is not to be blamed for this so much as the men affected, for the latter have failed to protect their interests—first by watching what the servants of the public were doing and then by failing to protest when their interests were in jeopardy.

The tendency of the department is to place still further restrictions upon second-class matter, which will mean more "millions of copies" being kept out of the mails and less work for the wage-earner and his employer, so it behooves all those interested in the welfare of the craft to rouse themselves and the public on this subject and get after their representatives in Congress to see that no more onslaughts may be made on the trade and that the postoffice be made a more and more effective agency for assisting the craft in spreading knowledge and not an instrument whereby that work is hampered or made less efficient than it has been heretofore.

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120 Sherman Street, Chicago

M. H. FLANNERY

It seems almost superfluous to seek to present for consideration the many good points in the personality of President and Business Agent Flannery because these have become household words in the labor world of Chicago. Imbued with a tireless energy and an enthusiasm that knows no flagging, Mr. Flannery's work is seen in the courageous attitude which has been assumed by Franklin Union in the face of the most uncompromising opposition. While others might fear for the future of the organization there was no time even in its darkest hour that he was not buoyed up with the fervency of hope for the success that has now come.

Recognizing Mr. Flannery's eminent ability as an organizer he has been made the district organizer for the International Printing Pressmen and Assistants' Union, and we all know that he is capable of delivering the goods. As a further mark of the confidence in which Mr. Flannery is held by his comrades at the late election of Franklin Union, he was chosen as a delegate to the approaching International Convention, which takes place at Mobile, Ala.

When Mr. Flannery retires from the hurly-burly of the labor world it has been suggested that he take up the practice of law, his experience in successfully sidestepping the many injunctions of those who sought to thwart the efforts of Franklin Union being a liberal legal education in itself. Should he conclude to do so he will certainly be able to show the disciples of Blackstone some things about the labor boys that they never thought of before and which will add to their knowledge when they have it learned.

JAMES H. BOWMAN

The subject of this sketch is well known to not only those constituting the printing fraternity but to those familiar with and participants in the labor movement in Chicago and the state at large he is hailed as a respected companion and competent leader. Mr. Bowman's zone of activity has been in the field of organization and general education of the working people and in both branches of endeavor he has been successful.

Mr. Bowman has been the principal officer of the Pressmen's Union for several terms and was President of the Chicago Federation of Labor for three successive terms, during which period that important central body gained its greatest growth and influence. He also held the position of President of the International Printing Pressmen's Union for three years, during the incumbency of which office he began negotiations with the United Typothetae that resulted in final adoption of the nine-hour day without friction in the printing trades. This is known as the Syracuse agreement, in which Mr. Bowman was one of the signers.

Mr. Bowman is an eminently practical labor man, he holding to the view that the struggle confronting the toilers everywhere can only be ended satisfactorily through his own efforts, zeal and loyalty in the cause of his own enfranchisement. Trades unions for almost a century have unfailingly supplied the instrument by which the wealth producer has been benefited and protected and in his judgment they will continue to be the only means of maintaining the many advantages gained.

Mr. Bowman is a fluent writer and a clear and forcible speaker, and in the many important negotiations which he has conducted in behalf of the workers it has never been said of him that he committed his principals to a deal that did not result in benefit to their cause and reflect honor upon himself.

Chicago Allied Printing Trades Council

By L. P. Straube.

HISTORIANS of all ages, especially those of the labor movement, are prone either through lack of knowledge or because of a mistaken sense of pride or loyalty to mislead their readers by presentation of cleverly constructed tales in which fact and fancy are closely interwoven that while it may constitute a pleasing recital, it lacks the essentials of history. With no desire to be guilty of a similar error, and realizing that the space assigned this article prohibits either a lengthy dissertation on the fundamental causes that led to the formation of Allied Printing Trades Councils in general or a detailed account of the meritorious work performed by them since their creation, I will confine myself as consistently as the subject warrants to the Chicago Allied Printing Trades Council, which was organized January 30, 1896, or a little over twelve years ago.

In conformity with an understanding which had been perfected between the then existing international bodies of the printing trades, embracing the International Typographical Union, the International Printing Pressmen and Assistants' Union, and the International Brotherhood of Bookbinders, each of which, though possessing a distinctive craft label or symbol, found by experience that progress could only be effected by a collective label propaganda, hence the consummation of the tripartite agreement. A movement of such magnitude could not be inaugurated without errors, nor was it to be expected that the primal conception would be perfect in all its details or workings. This being true, internationally, it followed that local councils for some time operated under a lax system and a happy-go-lucky policy that did not tend to produce desired results, but as big oaks from little acorns grow, so the movement gained by each succeeding year of life and effort, greater stability and more practical wisdom as regards the intricacies of its allotted task.

In its initial formation the Chicago Council embraced all locals chartered by the International Brotherhood of Bookbinders, the various Chicago Typographical Unions, as well as the Mailers, Stereotypers, Electrotypers, Photo-Engravers and Typefounders, which at that time were all subordinate to the International Typographical Union, the International Printing Pressmen and Assistants' Union was not so well represented, for the press feeders of the city were enrolled under the banner of Franklin Union, No. 4, which, as an independent organization without international affiliation, was ineligible to council membership. But Time, the great magician, worked his wonders and transmutations with an adroitness that baffled human knowledge and forced alterations not alone of methods but likewise of council formation.

Secession from International Typographical Union sovereignity resulted in the withdrawal of the Electrotypers and later the Photo-Engravers. Lack of thorough organization resulted in the destruction of the News Writers and their consequent elimination from council activity. The disastrous struggle of the Typefounders for betterment of trade conditions became their Waterloo and with the return of its charter that organization dropped from the council rolls. The Hebrew Typographical Union, being numerically weak, gave up the ghost and retired from the list. While these catastrophes were discouraging the Chicago Council kept rolling on, gathering force and momentum with each turn of the wheel.

The creation of the International Stereotypers and Electrotypers' Union under International Typographical Union tutelage and the ultimate affiliation of the Electrotypers' Union with the new international brought the electrotypers back into the council fold. This event was succeeded by International Typographical Union recognition, after a lengthy battle, of the Photo-Engravers' independence and their right to an international of their own which episode caused a return of that prodigal to the Council family circle. Franklin Union, No. 4, for years steadfastly refused to respond to either council overtures or persuasion and finally trade circumstances compelled the International Printing Pressmen and Assistants' Union to charter Chicago Feeders' Union, No. 57, which body upon application was admitted into the council. Conciliatory forces in the presmen's ranks, bending their energies toward concord and harmony finally cemented pressroom interests in the latter part of 1907 by securing the withdrawal of No. 57's charter and the issuance of an International Printing Pressmen and Assistants' Union charter to Franklin Union No. 4, thereby sending Franklin Union into the council to partake of the advantages served at the feast which marked its advent into council deliberations.

The Chicago Printer Roller Makers' Union, No. 10638, chartered by the American Federation of Labor, prompted by council benefits also cheerfully enlisted in the label army and now proudly wears its uniform.

Early in its career the Chicago Council though well supplied with zealous workers and self-sacrificing officers learned to appreciate the desultory character of volunteer service and placed its Business Manager and Secretary on a salary basis that permitted him to devote his entire time to its varied interests.

Label propaganda being synonymous with public education, has proven and still continues to remain the most expensive business to the council.

As Chicago has always been noted as the pioneer in every field of endeavor it logically follows that its Printing Trades Council should exhibit a similar spirit of enterprise. It has lived up to Chicago's motto of "I Will," and to its adherence to that courageous inspiration many if not all label innovations now in general use owe their conception and birth in practical form. The originality, perseverance and tact that has characterized the delegates of the Chicago Allied Printing Trades Council, has won an enviable position for that body in the list of councils that now stretch from coast to coast and has established label laws that none deride or blush to copy their rigid enforcement. Though this has resulted in many a revocation of label privileges, it compels the respect of fair-minded employing printers and has given an added value to the label itself as being typical of Equity and Justice. The list of label offices is constantly growing and will soon pass the 300 mark. The locals now affiliated represent a total of 12,000 men and women engaged in the printing industry. The honor of serving this body of intelligence in an official capacity has been tendered to: Wm. F. Moran, president; Edw. D. Berry, vice-president; Otto F. Wasem, secretary-treasurer; L. P. Straube, business manager; Fred Watson, sergeant-at-arms.

As stated at the beginning of this article, brevity being an essential, the pen must reluctantly be withdrawn from a subject so pregnant with thought-producing material that it would take several volumes to treat comprehensively and even then detail would be sacrificed to needed space. It is, therefor, with regret that I conclude this superficial sketch of the Chicago Allied Printing Trades Council, by quoting the words of the poet Byron:

> Farewell a word that must be, and hath been,
> A sound which makes us linger; yet—Farewell.

IS THE MASTER OF HIS ART

IN THIS day of strenuous things in the industrial world we like to find short cuts as to the causes for the success of any who have been conspicuous in the printing business, for it is universally conceded there is no calling that can be thought of in which the percentage of fall-downs is so great as it is in the printing craft. There are three factors which make up the sum of the proposition, viz., the infinite details necessary to properly supervise the production of printing; the constantly changing of processes, and the lack of technical knowledge which handicaps so many engaged in the business. Therefore when we find a man who for more than a generation has been at the very top round of the ladder, who has been original, progressive and enterprising in all that time in this great city and who is today considered as one of the noted printers of the United States, he surely is entitled to be designated as a master of his art. In this class James L. Regan, of the Regan Printing House, surely belongs, because he started at the bottom and has withstood the buffetings of changed conditions as well as met and overcome the adversities of panics and hard times and has emerged from all until today he heads one of the great printing establishments of the continent and numbers his friends from coast to coast and gulf to gulf. Wherever good printing is appreciated and kindly interest in the welfare of employes is a touchstone of regard the name of James L. Regan is one that always commands attention as well as the greatest respect when mentioned.

JAMES L. REGAN.

Those who have had the privilege of an intimate association with Mr. Regan speak of his superior technical knowledge and tireless energy, but his organizing ability must not be overlooked, nor his devotion to the interests of his customers who are served with such zeal and fidelity that the longer they have done business with the Regan Printing House the more steadfast they become.

Mr. Regan is the pioneer of the idea of continuous work, his establishment never closing down an hour of the twenty-four nor for a single day of the year. To this idea is attached the important feature of completing all work in the line of producing a publication under one roof, such as composition, presswork, folding, binding, mailing, delivery, etc., thus overcoming the friction incident to divided jurisdiction. The utilizing of the web press for big job runs got its first practical conception in the brain of Jas. L. Regan and now the press builders are manufacturing special machines by the hundred to meet a demand for which he first saw a field.

The output of the Regan Printing House is one of the wonders of this very important point of production, tons of paper being used every day, while more than one million five hundred thousand ems would not measure the daily volume of composition under its roof. With a weekly payroll of more than $5,000 there certainly has got to be something stirring in order to meet it, but there always is something doing at Regan's, and it is cause for great satisfaction to know that in the recent disturbance in normal business the Regan Printing House was one of the very few establishments that has not known the pinch of dullness in the printing line.

Mr. Regan's personality is one of his choicest characteristics, as he is companionable and approachable to an unusual degree, and great as his success has been in the past it is the hearty wish of every one that he may long flourish to set the pace for the race for supremacy with which he has been so conspicuously identified for the past quarter of a century.

Mr. Regan's relationship with his workmen in all these years is something that appeals with special pride and satisfaction to those most deeply interested, as he has been their stanch friend when friends were scarce and badly needed, and the Regan Printing House has been the oft-spoken model by which other employers were asked to copy in order to reach the same happy understanding with their working people. We believe this is none too high a tribute to pay to the man in whose success we rejoice and who perhaps, more than any one else, is entitled to this very honorable distinction, "Is the Master of His Art."

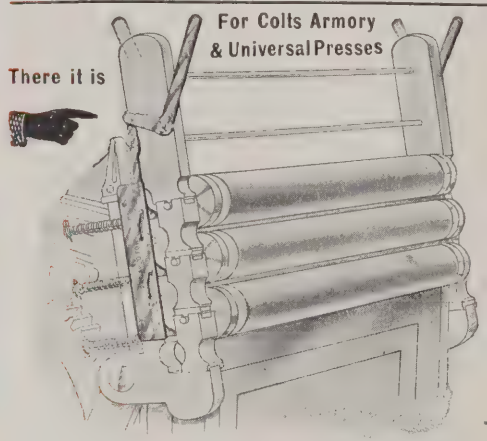
We are almost prepared to announce a surprise in the fact that Mr. Regan will be with us at the Mobile session of the International, and we know the hearty welcome which awaits him in that event.

JOHN J. CONLON

It is only natural that in a craft which appeals so strongly to the artistic sense as well as the social side of our natures that the printing branch of the typographic art would develop many notable companionships. This we see on every hand, and when we meet comrades of the old school we always feel that we are in a congenial atmosphere. Among those who number his friends by the score we can claim that there are none whose company is more highly prized than is Mr. John J. Conlon of the H. E. Bucklen Medicine Company, of this city.

Mr. Conlon is a native of New York City, and in the old days he was as well known on the East Side of the metropolis as any one who ever strode the labyrinths of that polyglot of nations. Mr. Conlon's versatility is shown by the different branches of the art which he has followed, at all of which he became an adept and expert, and in many of which he contributed valuable suggestions and practical inventions. He began work back in the early '70's for the Samuel Crump label house at Montclair, N. J., afterwards associating himself with the Hinds-Ketchum Label Company, Tichenor & Glasstater Art Printing Co. and Major & Knapp Lithographing Co. Determining on enlarging his knowledge of the typographic art he learned electrotyping under the noted John Casey of the New York Herald, afterward engaging in the printing business with his brother in New York. Having a desire to come west some twenty years ago Mr. Conlon landed in Chicago, and for nearly all of that time he has had charge of the printing department of the H. E. Bucklen Company.

Mr. Conlon's ability has contributed not a small share to the splendid equipment of the establishment with which he is connected and his versatility is highly appreciated in that great institution. He is a welcome guest at the many entertainments of his fellow craftsmen and geniality and liberality are his prevailing strong points in the circle in which he moves.



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A REVIEW OF PROGRESS

BY J. H. BOWMAN

Chicago pressmen have been too busy in the past and many of them in the hurly-burly of the present have failed to be impressed with the achievements of their fellow craftsmen in improving the standards of workmanship and production in the pressroom trades of our city. So it may be well to review briefly in this souvenir book a few of the many accomplishments of the pressmen of Chicago in order that the knowledge of those achievements may be preserved for the information of the younger element of the trade and be for them an inspiration and a spur to even greater progress.

It is within the memory of the writer, even, when soft packing was almost universally used in printing on cylinder and Adams presses, the rubber and even the felt blanket being used as a packing for the printing of letter press work on those presses. The movement for the discarding of those mediums originated in Chicago and pressmen of the old times held many spirited debates as to the merits of hard and soft packing for producing the better grades of printing. Such geniuses as Stephen McNamara, Wm. Lewis, Albert Auer and J. L. Regan, who is still with us, were pioneers in this work. The success they accomplished both in the quality of the work turned out and the increased wear of plates and type was sufficient to attract the attention of pressmen everywhere and led to the adoption, slowly at first, of the "Chicago idea" of hard packing universally, while its greater development by the successors of those men has kept Chicago in the forefront as leader in the production of high grade work in every branch of the printing art. With the development of hard packing came also the discarding of the old practice of wetting the paper previous to printing, a practice of such long standing as to be considered by the old fogies of the trade as an indispensable one.

But the progressive spirit of the western pressmen swept aside the tradition of the past and boldly proclaimed to the world that better printing could be done with the modern methods as practiced in Chicago and thus another step in advance was marked by the progressive pressmen of this city.

And again when the great question of increasing the output of newspaper pressrooms to meet the fast-growing demand for modern newspapers, and when the limit of production was thought to have been reached by the invention of rotary stereotype printing presses, delivering flat sheets, it was a Chicago pressman who came to the rescue and first attached a folding machine to the Bullock presses then in use, thus increasing by at least 200 per cent the output of that class of machinery. This invention has done more to advance newspaper printing than almost any other one improvement since the invention of the cylinder printing press.

In the line of minor advancement may be mentioned the improvements made in the newspaper rotaries by Walter Scott, Conrad Kuhler, John Ostrander and the Goss brothers of Chicago.

The inventions and improvements of Scott and the Goss Brothers have brought the present-day newspaper machine up to that high standard of efficiency which makes it one of the mechanical wonders of the modern world. And Chicago is proud today of the great factory of the Goss Printing Press Company which employs thousands of men and manufactures printing machines for every quarter of the globe and of every type of efficiency, while it seems but yesterday that the Goss boys were working side by side with their brother members of No. 3 in the pressrooms of this city, all of the brothers having been members of that Chicago local union.

In the flat bed work we have our "Bob" Meihle, whose inventions and improvements have done so much to perfect the modern flat bed press and create a demand for improved printing machinery in the job trade that is felt everywhere throughout the world.

Bob is another product of No. 3 and the results of his genius are manufactured here in Chicago and sold wherever printing is done on the habitable globe.

Individual workmen spurred on by the Chicago spirit have devloped their art and imparted their knowledge to their colleagues to such an extent that the efficiency of Chicago pressmen has become the standard for the entire craft and the product of Chicago presses has been recognized as equaling in all and surpassing in many lines that of their competitors wherever found.

Among the processes invented and perfected by Chicago pressmen may be mentioned the mechanical overlay, the first practical article of that nature being brought out and patented in 1898 by Samuel Ditman of Chicago, who was the pioneer in producing an overlay formed from a hardened plastic surface mechanically graded to darken or lighten the tones of the engraving.

J. E. Gilbert of Chicago produced the first direct type of mechanical overlay in 1904, which overlay, known as the Gilbert-Harris Metallic Overlay, is now regarded as the most perfect overlay produced, being etched directly on a thin plate of zinc on which an ink impression has been taken it produces to a greater extent than any other method known an overlay the gradations of light and shade on which are impossible to create in detail by any other known process. Both Messrs. Gilbert and Harris are No. 3 men.

It is well known also that the three-color process has reached its highest development here in Chicago and pressmen from our city are in charge of plants and have introduced the process all over the North American continent.

So it is well that those things be recorded and the fact impressed on the men of today that in all branches of the pressroom work Chicago has led the way for the past fifty years. This should inspire us to further advancement and cause all pressmen and feeders alike, as the feeder of today is the pressman of tomorrow, to work earnestly to maintain the high standard of the craft that in the future as in the past we may all swell with pride at the thought of the accomplishment of the men of Chicago.

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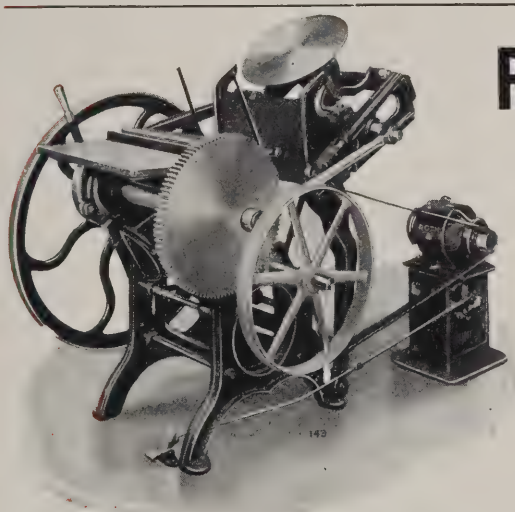

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The act of the legislature entitled: "An act to protect Associations, unions of workingmen and persons in their labels, trademarks and forms of advertising," and each section thereof, together with the several amendments thereto is a constitutional and valid law.

Every person who shall use or display the genuine label, trade-mark or form of advertisement of any such person, association, or union, in any manner not authorized by such person, union or association, shall be deemed guilty of a misdemeanor and shall be punished by imprisonment in the county jail not less than three months nor more than one year, or by a fine of not less than one hundred dollars nor more than two hundred dollars, or both. READ AND REFLECT.

FAKE LABELS IN THE PRINTING FIELD

Numbers 1, 2 and 3 are the labels of the so-called Job Printers' Union, an organization of bed-room printers, open-shop advocates and renegade trade unionists. By court order they were enjoined from using design No. 1, so they substituted No. 2. This abortion not meeting with the success desired, they applied and secured a charter from the seceding branch of the K. of L. and obtained use of label numbered 3. The illustration numbered 4 is an old label issued years ago by the press feeders and job pressmen, though withdrawn some are still in existence and being used. No. 5 is a label adopted by an industrial organization in the Bohemian district composed of suspended members of various organizations in the Allied Printing Trades Council. Numbers 6 and 7 constitute the emblem of the Wonder Workers, officially styled Industrial Workers of the World, an organization that is willing to take in everything and anything willing to pay tribute to its originators in the shape of dues.

The above labels are fakes pure, plain and simple. The genuine label is illustrated on this page.

No. 1

No. 6

No. 7

No. 2

No. 5

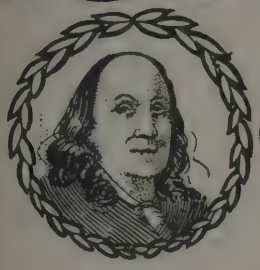
No. 3

No 4

Don't Be Deceived **Insist Upon Getting the Genuine**

Vol. IV May, 1908 No. 4

Ben Franklin Monthly



A JOURNAL FOR THE EMPLOYING PRINTER

PUBLISHED BY BEN FRANKLIN CLUB

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Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

FACTORIES

CHICAGO
195-207 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

Ben Franklin Monthly

DEVOTED TO INTERESTS OF EMPLOYING PRINTERS

VOL. IV. CHICAGO, MAY, 1908 No. 4

Cooperation, in a spirit of mutual confidence, will make missionary work a power—through which we can secure Chicago printing for Chicago printers

The Club's May Meeting

ONE of the most satisfactory monthly meeting this Club has held was our meeting of May 7 when more than one hundred and fifty gathered around the tables. After having partaken of the usual good dinner and it had reached the stage of cigars, a few remarks were made by our president, after which our guest of the evening, Mr. Charles Stillings, ex-Public Printer, was introduced. Mr. Stillings' talk was devoted entirely to interesting details in connection with the handling of the printing for Uncle Sam, as it is executed in the Big Printshop. During the one hours' talk of Mr. Stillings it would not have been possible to have had a closer attention to his remarks, which shows with what interest it was received. There are but few people even among the printing craft who have a fair idea of the magnitude of the public printing office or know to what extent its large facilities are at times taxed. In this office there are at this time 83 Linotype machines in use, which is the largest battery of machines in the world. The equipment throughout is on this large scale, and is being added to continually. We hope in a future issue to be able to give a further report in detail of what is done in this office.

After Mr. Stillings had concluded his remarks, Mr. Ellick, of the Cost Committee, was called upon. For the committee, Mr. Ellick took one of the forms distributed to all those present and which was one of a complete set of cost system blanks, with a view of discussing each item that entered into its make-up. The discussion certainly elicited much interest, as he was soon required to answer many questions put to him by those present and which at times became very interesting, as there seemed to be quite a difference of opinion on certain points that were quite freely discussed. One item in particular on the blank referred to seemed to call for considerable discussion and which was the item of general expense. There seemed to be some doubt in the minds of those present as to the correctness of the amount and there was a desire to know the full details. Mr. Ellick advised them that with the permission of the firm furnishing the figures he would be glad to furnish the full details. Through the Chairman of this Committee the full information was obtained and is given herewith in full.

MAY 8, 1908.

GENTLEMEN:

At the Club meeting of 7th inst. you will recollect one of the members questioned the last item on the statement of cost, i. e. general expense $279.77.

The Committee would like very much to reply to this query, and if you can conveniently do so and have no objections we should be pleased to have you itemize this amount

Trusting we are not asking too much, and awaiting your early reply, we are

Yours very truly,

COST COMMITTEE.

MAY 12, 1908.

J. A. MORGAN,

Chairman Cost Committee Chicago Ben Franklin Club.

DEAR SIR:

Replying to yours of 8th inst. requesting me to itemize item of General Expense in the statement of costs blank, I take pleasure in submitting the following:

Salary of superintendent	$125.00
Repairing sign on building	15.00
Copy of Graphic Arts Year Book	5.00
Chicago Telephone Co., 2 phones	46.35
Installing electric lights in office	23.00
Subscription Printing Arts	3.00
Repairs broken window glass	2.50
Scrubbing office floor and water closets weekly	6.00
Hardware and lumber to repair trucks	9.98
Drinking water and ice	4.50
Cleaning brass sign	.50
Organization dues	16.00
Repairing broken water closet bowl	22.94
	$279.77

Trusting this will enable you to make satisfactory reply to the party, I am,

Yours truly,

It may seem that some of the expenses incurred may be unusual, but it must be borne in mind that with the years' business the average would be very close to these figures, as those

items that are not of a fixed monthly expense would not change the average over four per cent.

After Mr. Ellick had concluded his talk remarks were made by a number of those present, after which the meeting was adjourned.

The following is a list of those in attendance:

Albert Kirchner, Kirchner, Meckel & Co.
Julius C. Kirchner, Kirchner, Meckel & Co.
F. M. Wagner, Barnard & Miller.
L. A. Helbling, Western Bank Note & Engraving Co.
Chas. E. Wells, Chas. E. Wells Printing Co.
V. G. Thompson, Western Bank Note & Engraving Co.
D. G. Bitter, Manz Engraving Co.
B. B. Osborne, Manz Engraving Co.
Frank M. Preucil, F. M. Preucil Printing Co.
John F. Holmes, Cameron, Amberg & Co.
T. F. Walton, Walton & Spencer Co.
Fred B. Hitchings, Kendig & Hitchings.
Martin H. Kendig, Kendig & Hitchings.
John Walker, The Ott Printing Co.
J. Benjamin Ott, The Ott Printing Co.
Melville Coen, The Ott Printing Co.
Ed. Fryer, H. L. Ruggles & Co.
Allan A. Murray, McFarland, Shumway & Arm.
Gus G. Martin, Gus G. Martin.
P. J. McCormack, Hillison & McCormack Co.
Wm. F. Bazner, The Bazner Press.
M. E. Hillison, Hillison & McCormack Co.
A. F. Raveret, Jr., Rockwell Printing Co.
F. M. Leyda, Leyda Bros.
Harlo R. Grant, Grant's Printing.
Jas. H. Rook, Traders Printing Co.
A. T. Morey, Morey Linotype Co.
M. P. Levine, Geo. D. Clougher Co.
E. W. Broman, E. W. Broman.
W. F. Barnard, Barnard & Miller.
H. P. Springs, The H. P. Springs Co.
James E. Holmes, James E. Holmes.
A. C. Boyd, C. H. Morgan Co.
W. G. Ward, C. W. Braithwaite Co.
C. E. Robinson, C. W. Braithwaite Co.
E. S. DeLeon, American Finishing Co.
D. J. Sullivan, W. J. Hartman Co.
Edwin J. Blakely, W. J. Hartman Co.
A. L. Braithwaite, C. W. Braithwaite Co.
John J. Miller, Barnard & Miller.
Luther C. Rogers, Rogers & Hall Co.
C. W. Batenstein, W. J. Hartman Co.
J. A. Singler, Rogers & Co.
Chas. J. Theibault, W. J. Hartman Co.
H. J. Meister.
G. C. Fletcher, Rogers & Co.
B. L. Hite, Rogers & Co.
Wm. R. Goodheart, The University of Chicago Press.
A. C. McFarland, The University of Chicago Press.
John S. Murray, Bentley, Murray & Co.
G. S. Shyhud, Faithorn Co.
William C. Miles, Rogers & Hall.
W. G. Godwin, W. G. Godwin.
L. M. Cozzens, Cozzens & Beaton.
H. E. Wright, Kenfield-Leach Co.
W. P. Prescott, The Inland Printer.
Geo. H. Seery, The H. G. Adair Printing Co.
Herbert Johnson, Co-operative Press.
F. Ronan, Co-operative Press.
John H. Shurte, Kirchner Printing Co.
Herman H. Fischer, W. E. Gregory & Co.
C. D. Gregory, W. E. Gregory & Co.
J. J. Lovejoy, The Deming Press.
William R. Blance, The Deming Press.
F. L. Merrifield, The Deming Press.
O. L. Deming, The Deming Press.
George Seton Thompson, George Seton Thompson.
E. N. Kirchner, E. N. Kirchner.
E. F. Breyer, The Breyer Printing Co.
Ben P. Branham, Courier-Journal Job Printing.
Edward Roper, Breyer Printing Co.
E. Strassman, The Blakely Printing Co.
O. E. Dallas, The Blakely Printing Co.
W. C. Tyler, The Blakely Printing Co.
John P. Honeycutt, American National Printing Co.
A. W. Rathbum, The Henry O. Sheppard Co.
George Krauter, Mercantile Printing Co.
D. L. Smith, Mercantile Printing Co.
J. L. Thompson, George Seton Thompson.
W. G. Patter, W. G. Patter Co.
Percy Roberts, Roberts Printing Shop.
H. S. Hanson, Wagner & Hanson Co.
J. W. Hutchinson, Rogers & Hall.
E. S. Carlan, Rogers & Hall.
Wm. C. Hollister, Manz Engraving Co.
W. E. Geyer, W. E. Geyer Co.
J. N. Donahue, M. A. Donahue Co.
P. D. Fenn, Metropolitan Syndicate Press.
W. W. King, W. W. King.
Arthur C. Jacobus, C. M. Jacobus.
John Lupton, John Lupton.
W. A. Vorban, Walton & Spencer Co.
Roy McGee, Rogers & Hall Co.
Harry F. West, Walton & Spencer Co.
E. F. Harmon, E. F. Harmon & Co.
A. G. Walton, Chicago Printing Association.
Geo. W. Beeler, Chicago Label & Box Co.
Frank J. Stejskal, F. M. Preucil Printing Co.
H. L. Ruggles, H. L. Ruggles & Co.
Max Hamburger, Hamburger Printing Co.
Daniel Boyle, The Henry O. Sheppard Co.
William Burkhardt, The Henry O. Sheppard Co.
Charles H. Gard, Gard Stationery Co.
M. A. Fountain, M. A. Fountain & Co.
O. E. Clark, Liberty Press.
W. H. Sleepeck, Sleepeck-Hillman Printing Co.
Alfred Hamburger, Hamburger Printing Co.
Chas. J. Kelly, The Caslon Press.
Chas. E. Carlson, C. E. Carlson.
K. G. McKeernan, Geo. F. McKeernan & Co.
Earle Mulliken, R. R. Donnelley Co.
Ivan A. McKenna, R. R. Donnelley Co.
Chas. Severinghaus, Severinghaus & Beilfuss.
Thos. P. Hulpin, Workman Manufacturing Co.
G. H. Freiwald, Liberty Press.
Norton S. Brookes, Ritzmann & Brookes.
F. W. Ritzmann, Ritzmann & Brookes.
Jos. M. Krazie, Robbins Bros., Printers.
L. C. Hurley, Hurley Printing Co.
W. I. Marsh, Geo. E. Cole & Co.
Geo. A. Kinny, The Electra Press.
Will C. Smith, W. C. Smith Printing Co.
E. E. Terbush, Excelsior Printing Co.
W. T. Tucker, Excelsior Printing Co.
William F. Whitman, Excelsior Printing Co.
R. F. Ford, A. T. & S. F. Ry.
John Beatty, Excelsior Printing Co.
A. H. McAllister, H. McAllister & Co.
Henry L. Dreyer, Geo. E. Cole & Co.
A. A. Smith, Will C. Smith Printing Co.
Herman Schultz, A. B. Schultz.
O. A. Koss, O. A. Koss & Co.
J. A. Morgan, C. H. Morgan & Co.
John MacIntyre, A. R. Barnes & Co.
W. J. Hartman, W. J. Hartman Co.
Chester Allen Legg, U. S. Government.
F. M. Ball, Rogers & Co.
E. F. Hamm, The Blakely Printing Co.
Geo. W. Ingersoll, The Blakely Printing Co.
W. L. Booth, D. F. Keller Co.
Allen C. Force, Geo. W. Ingersoll Co.
Chas. E. French, Wagner & Hanson Co.
S. Rose, Toby Rubovits.
C. P. Vanausdall, Kenfield-Leach Co.
H. C. Metcalf, Metcalf Stationery Co.
Aldrich Worswick, Metcalf Stationery Co.
D. W. Mathews, Chicago Typesetting Co.
J. M. Coe, Chicago Typesetting Co.
Chas. E. Arms, The Cargill Co., Grand Rapids, Mich.
W. G. Russell, The Cargill Co., Grand Rapids, Mich.
Albert H. Bourman, Bourman Publishing Co., Evanston, Ill.
Chas. A. Stillings, Washington, D. C.
F. J. Ellick, W. B. Conkey Co., Hammond, Ind.
J. P. Schneider, Chicago Typesetting Co., Deerfield, Ill.

Munroe & Southworth experienced quite a loss by fire durin April, but we understand are again taking care of their trad as usual. It takes more than a fire to put this hustling concer out of business, even for a short time.

A certain paper house recently received an order from Chicago printer to supply him with a certain cardboard suff cient to cut several hundred of a certain size he wanted, stip ulating that the grain in the card must run north and soutl otherwise it could not be used.

IS THIS NOT SO, MR. PRINTER?

YOU have worked at the printing business for years, learning one branch after another, and at last you believe you have mastered the final degree, which is estimating. It has taken a long while, yet you admit you don't know it all, even in any one department, and perhaps you can still learn a little about estimating; but it is certainly the last thing any printer learns to do correctly, and it requires a more comprehensive knowledge of the whole trade than any other thing you have to do.

A customer comes in and throws down a bunch of copy; you extract the details, one by one, interpreting his clumsy attempts at explaining what he wants. To make up your figures will take at least an hour, and you have other work to do, but probably you are easy and allow him to insist that you shall give him the price in two hours.

Between interruptions you work at the estimate, and since you have been in this business some time there is no danger, of course, that in your hurry you may forget some item, or charge up the stock at half price, or make some other blunder; oh, no!

You go around to the binder and find just how to impose it so as to save in folding; you hunt up some job lot that will reduce the cost of paper; you think up a method of simplifying the composition, by suggesting a change that the customer accepts. You bring into service all your intelligence and your years of experience in printing to produce the most economical job possible, in the hope of landing it. You plan little ingenuities, and search for bargains, and all the benefit is to go to the customer. You show him how the appearance of the job can be improved without increasing the cost, and you even tell him that by modifying his quantities for different lots he can save presswork.

For all these things you expect no thanks. You don't get thanked. They are all part of the business. Even though you had spent a day in figuring, or if you had made an elaborate dummy with a sketch for the cover, he knows, and you know, that your object is to land the job, although it does look like working hard for nothing when you think it over—particularly if you don't get it after all.

You are lucky if you get a pleasant nod and a smile. Probably you get a sneer and an expression like an exclamation point. You are told that you must want the earth; that you ought to be able to retire wealthy in a couple of years on such prices; that you did a similar job last year for twenty-five per cent less; that he likes you and he wishes he could give you the job, but he can't afford to throw away money; that So-and-so, the highest-priced printer in town, will do it for less and deliver more quickly; that you evidently don't know how to figure prices on printing; and that it isn't worth more than two-thirds of your price, anyway.

Here you might look him between the eyes and ask him what he knows about the cost of printing; you might tell him that he is absolutely ignorant of all other details of the business, and while it is his privilege to get his printing done anywhere, he is impudent in telling you that your price is too high and insinuating that you would cheat him if you could. If you had the courage you would tell him that your knowledge of estimating comes from years of hard work, and that of all things on earth he is probably most ignorant regarding the cost of printing.

Probably about fifteen per cent of the printers in this city would dare talk back to a fresh customer in this way, and those are the very printers whose plants are paying well.

The others wouldn't think of telling a customer they know more than he does about the cost of printing, and for a very good reason; they couldn't prove it.

Unless you have a cost system all your estimating is a bluff. You can't estimate. Perhaps you charge a certain rate for composition. Why? Merely because some other printers charge that amount; nobody really knows why. You may not be the kind of printer that estimates by getting the other fellow's figure and cutting under, no matter what it is; but you are not much better. You estimate on the same principle, except that you do not try to cut under any but the highest-priced printers. How are you to know the unprofitable from the profitable; or even if there is any profit?

If our only guide was other printers' prices which we were always cutting just a little, don't you see that prices would have to go down and down?

If you never discuss prices with anybody but kicking customers, you will gradually be convinced that you are charging too much, and then you will cut again.

We all need the courage to face anybody that comes into our offices confidently, and we all need to hear an argument, now and then, in our own favor. If we are continually called villains and robbers, we are likely to believe it after a while, especially if we never deny it, and you may be sure the customers will believe it if we endure it. The tendency to accept as true any statement often repeated is the subject of many proverbs.

Talk with other printers as much as you can and you will find your courage increasing; you may even put into practice some of the brave deeds you brag of doing to the next man who tries to beat down your price.

Better still, put in a cost system. Indeed, you must, if you make a living in the printing business. You admit that you can't do work now at the prices of ten years ago, and that higher wages, shorter hours, and increasing rent, paper and other expenses will soon wipe out the small profit you now make; but you will not have the backbone to raise prices unless you know where to raise them.

You surely would not do work that you know cost more than you got for it. Put in a cost system and you will be astonished. Then you can truthfully tell your customer you know exactly what the job is worth, and because you are telling the truth he will believe you.

You will not get everything you figure on, but you will have the satisfaction of knowing that there is a profit in what you do get, and soon your bank account will prove it.

—*Board of Trade Printer.*

Three things never return: time, a spoken word, and a neglected opportunity.

COST COMMITTEE REPORT

AT the last monthly meeting of the Ben Franklin Club the Cost Committee presented a very complete report of their work. At each plate was laid a full set of blanks comprising the Cost System. Mr. F. I. Ellick, one of the committee, in giving the report spoke as follows:

"I wish that I might be an orator or word-painter and present to you the conditions of the printing trade, not only in Chicago but in a great many other places, that I might show you the printers are the greatest philanthropists in the world. But the philantrophy, instead of being extended to the poor and needy is extended to the people that least need it and, furthermore, least expect it. I have in mind the purchaser of printing. He knows nothing about the intrinsic value of the job, except what some of you printers have told him or what he has learned by association. He judges the value by the prices he receives, and you can rest assured that he takes the lowest price for a standard.

"If after painting these pictures I were able to show and convince you of the cost of your own product, I know you would begin to stir around to alter and change these conditions. Who is to blame for the variance of prices, the low prices and the failures? Surely not the buyer of printing. He is only taking advantage of your ignorance or weakness and who blames him, he is doing nothing more than you would do.

"Now, then, how are these conditions to be remedied? You have organized the Ben Flanklin Club and the Club has appointed several working committees, among them is the Cost Committee, of which I am proud to be a member. I have been asked to give a report of our labors and it is indeed a pleasure to do so.

"The Committee has met once each week to work out a set of blanks to be used as presented for a foundation of a system especially adaptable to the business in which it is going to be used. It was no easy matter to reconcile the ideas of the five members of this committee into one, but after many evenings of discussion, argument and research these blanks are the outcome. That is the reason we say so emphatically that this system is what you want. I have been asked to speak for the committee and explain the use and workings of the system."

Mr. Ellick then went into the merits of the different forms explaining how they are to be used and presented a statement blank, which is a part of the system, and which was filled out with actual figures taken from a shop in Chicago doing a business of $60,000 per year. The figures in some cases, were a surprise to many present, and so much so that not a few questions were asked. With the exception of one question, all were answered to the satisfaction of the questioner and this one is fully answered elsewhere in this issue. It was the intention of the Cost Committee to have given at this time reproductions of the blanks used in the Cost System, and a full explanation of their usages, but on account of miscalculation this part of the report will not be given until next month. Since the meeting about fifty different offices have sent to the secretary for a set of the blanks, and a number of offices have installed the system in part or in whole. Among those firms are the following: H. P. Springs Co., Kirchner Printing House, George Seton Thompson, Kirchner, Mechel & Co., Kendig & Hitchings, Robert's Print Shop, The Deming Press, Hamburger Printing Co., M. A. Fountain & Co., O. A. Koss & Co., C. H. Morgan & Co. Wagner & Hanson, Ritzmann, Brookes & Co., Clarence M. Jacobus.

Each day brings more inquiries for the blanks.

The committee feels complimented that nothing has so aroused the interest of the printers as the ascertaining of cost.

In addition to inquiries in the city several have been received from offices in outside towns. One of the largest paper houses of Chicago has become interested and intends recommending the use of the blanks to their patrons. This house claims that to their knowledge where an office puts in a Cost System and abides by their result, that their credit becomes higher and their bills are more promptly met. The committee wishes that every shop in the City of Chicago would have a set of these blanks, whether the office now has a system or not. While the committee does not claim that these blanks will fit every office, still they do take the stand that they are an excellent foundation for the building of a system in any shop regardless of size. Investigation has proven that very few offices in the city have a complete Cost System and it has been found that even in the offices where they claim to have a Cost System this system is not carried out to a sufficient end so that figures can be obtained to publish.

The committee has endeavored to ascertain the cost from shops having systems and have taken time to call upon several offices and want to give here the result of this investigation. The offices called on are as follows: Geo. W. Ingersoll, C. H. Morgan & Co., W. B. Conkey Co., W. J. Hartman Co., R. R. Donnelley & Sons Co., Ritzmann, Brookes & Co., Rogers & Co., Blakely Printing Co., Manz Engraving Co., O. A. Koss & Co. The figures resulting from this investigation are given below, but are not in the same order as the names given above:

HAND COMPOSITION	CYLINDER PRESS WORK.	GORDON PRESS.
1.14½	1.35	.70
1.32	1.09	.59
.72	1.41	.61
1.18½	1.46	.59
.96	1.29	.48
.86	1.70	.60
1.20	1.45	.70
.83	1.65	.73
.99½	1.79	1.24
1.04	1.47	.69
Average cost, 1.02½	1.46	.68⁴

By referring to the above figures which give the actual cost of chargeable hours of the departments shown, it will be noticed that there is a great variance in the costs of the different shops. This is primarily due to the condition of the shops during that month; some being busy in one department and dull in another, while others were fairly busy throughout, thereby maintaining a fair average of costs in all departments. It is the desire of this committee to so unify the costs systems in Chicago so that each shop shall charge exactly the same items of expense to the same general expense account. With such a uniform system there can be but little difference in the final percentages of each of the items on the balance sheet.

For the Cost Committee.

J. A. MORGAN, *Chairman.*
F. I. ELLICK,
WILLIS J. WELLS,
O. A. KOSS,
C. J. THEIBAULT.

"What little boy can tell me the difference between the 'quick' and the 'dead'? asked the Sunday-school teacher.

Willie waved his hand frantically.

"Well, Willie?"

"Please, m'am, the 'quick' are the ones that get out of the way of automobiles: the ones that don't are the 'dead.' "

THE EGO OF THE DAY DREAMER

IT was one of those beautiful days in early Spring when the Day Dreamer passed out the gate of his suburban home, thinking of the inequalities of this life and the ever-increasing struggle he had to make in keeping his little printing office out of the hands of the Sheriff. During the last w years the lines of competition in his business seemed to row tighter and tighter, until he found himself practically nable to conduct his small business at a profit in competition ith the larger concerns that had started up in recent years and ho were able, by the use of unlimited capital, to install all the abor-saving machinery that is made and thereby produce work ore economically and secure work in competition at less than is price and still have a reasonable profit.

It was only the evening before that the condition of the Day Dreamers' business was forcibly brought home to him when ie little family were gathered at the evening meal and the uestion of the necessary economy at home was discussed, hich then seemed an absolute necessity, owing to the esults at the office, as business was falling off and there was ardly enough for pay-roll at the end of the week, the Day Dreamer having to take an empty envelope for his share n many occasions. After the matter had been thoroughly iscussed during the evening meal and late in the night the Day Dreamer suggested that there might be a way out of all is difficulties, as well as many others in his line of business, ome of whom, at least, were having the same experience, if they ight get together in some way to operate a number of their lants as a unit, so as to be in the same position as the larger nes as regards to equipment and cost of production. This t first thought seemed too utopian for consideration, but it as with this thought in mind when leaving home that he was nconsciously led to take an unusual route to the office in order o take the same street car line he knew it was the habit of Billy Cowen to take and who was a close friend of his. It appened that they met on their early trip to the city and the Day Dreamer lost no time in presenting his plan of co-operation nd to his surprise it met with unusual approbation and the rst seed to bring forth fruit was sown.

The day was a most dreary one and the Day Dreamer sat n his office gazing idly out of the window at some urchins that eemed to have some difficulty in adjusting a matter between hem. After more or less dreaming of what might be he oliloquized to himself—"there is no further use trying to run his business in competition with the big fellows and the only hing left for me to do is to see if we cannot get together a core or more of printing offices and combine and operate them ust as the Steel Company, the Standard Oil Company and nany other large corporations do," and with this is mind he tarted to make up a list of those printing offices he considered ecessary and valuable in such a combination. After he had nade up his list, which comprised some 28 responsible printing ffices in the city, he called up his friend Nagrom to have him ake lunch with him as he was anxious to get his views on the ubject, as he considered him a man of good business judgment, nd if the plan ever materialized he figured him in under the eorganization. While the Day Dreamer operated only a small lant he was considered by his fellow-printers as an unusually apable man of good, sound, business judgment, keen in organi- ation affairs and of unusual executive ability. It was there- ore for this reason that he always found ready listeners to any roject he might have in mind, and Nagrom willingly cancelled previous engagement to accept the invitation to lunch at the lub.

After a light lunch they found a quiet corner in the lounging room of the Club where matters of this kind could be discussed without interruption or disturbance, and this is what the Day Dreamer longed for, as he was so thoroughly wrapped up in his subject that any disturbance would annoy him extremely. "Now, Nagrom," he began, "I have come to the conclusion that in our line of business it will eventually be the survival of the fittest, and the sooner we bring ourselves to the condition of the fittest the longer we will survive, and I for one propose to see what can be done toward creating a Printing Trust, if that is what you would call it." Nagrom listened intently, as such a thought had never occurred to him, but he could easily see wherein such a plan would be both feasible and practicable and a means of great saving in the printing business. The Day Dreamer then began to lay boldly before him his plans, and it was decided that they should meet again on Thursday at luncheon and ask Ed Ornum to meet with them to discuss this matter further.

Unfortunately for the Day Dreamer the papers the next morning reported with glaring headline letters the failure of a large printing concern which had been considered one of the soundest in the city, and this naturally cast a gloom over the entire business and had a damper effect on promoting anything new in the printing line just at this time. Whether the time was opportune or not the Day Dreamer had made up his mind to do it, and do it he would, no matter how many failures were occurring.

By appointment the Day Dreamer, Nagrom and Ornum lunched together when the plans of organization were talked over. Ornum at first balked on the proposition and said the plan was not feasible, but after a further presentation of the matter by the Day Dreamer he soon fell in line and became as enthusiastic over it as Nagrom, who now could see nothing but success ahead. The Day Dreamer had a printing office consisting of eight cylinder presses and a couple of Monotype machines and the usual layout of material for such size office. He made a specialty of railroad work, principally tariffs, which work he handled on his type-setting machines. Nagrom had a smaller plant, consisting of six cylinder presses, the usual number of gordons for an office this size, and one linotype machine. The location of this office was in the wholesale district, and its course of business therefore was largely from these people. Ornum's office was one catering more to the better class of printing, they operating three cylinder presses and a large number of gordons to handle their small commercial work, their business was general and for those who were willing to pay a little more to get quality. And so the equipments and line of business of the different shops was discussed and plans for a further meeting at which they expected to have Holes, of Holes & Co., present was decided upon. Holes & Co. were quite a large concern, doing a line of publication and general catalog work and operating sixteen cylinders and eight Linotype and two Monotype machines, and therefore would add much strength to the combination. The Day Dreamer was delegated to see Mr. Holes to arrange to have him attend the next meeting.

Almost a week had passed before it was possible to have a further meeting to discuss the new project. By a prearranged meeting there were present at the Quoin Club for luncheon on Thursday, April 27, Nagrom, Ornum, Holes and also Cowen. The Day Dreamer was naturally quite enthusiastic to see the interest manifested by his fellow-printers, as, at a first glance the proposition to be considered seemed to be no more than an idle dream. The various points of organization were dwelt upon, together with the consideration of names of those who might consider such a proposition one of the probabilities of

the future in the printing business. After the plans had been more fully discussed and assented to by those present, it was decided best to call a meeting of some 25 or 30 printers who would be considered of value to the organization. The matter of selecting these names, together with the date and place of meeting, were left in the hands of the Day Dreamer for final arrangements, who assured the other gentlemen present that he would gladly see that the ones desired be notified and be present at such a meeting. The gathering was then broken up and each left much enthused over the outlook and new plan of organization, as none of them had ever given such a plan in the printing industry any thought whatsoever.

(TO BE CONTINUED IN LATER ISSUE.)

Quality

Every progressive printer has observed with much interest the monstrous strides that mark the progress of the printing art during the lapse of the last quarter of a century.

The introduction of the three and four color processes has made it possible to reproduce many of the finest works of art in natural colors, by the use of the printing press, so perfectly that it is oftentimes difficult to distinguish between original and reproduction.

In keeping with these great strides the quality of work produced is of such a high and varied standard that the competition is a matter, first, of quality.

It should no longer be a question with the craft of how few dollars the job can be done for, but, on the contrary, how attractive a proposition can be produced to come within the appropriation.

The old custom of endeavoring to clinch one prospective customer's work by cutting the price down to the last penny, and then skimping the job, if we get it, in order to come out whole, must needs take a back seat, and the argument for quality take its place.

The man who can work up, in dummy form, the strongest appeal to his customers, most often wins the laurels, even though his price is higher than his competitor's, for the customer is coming to see the advantages gained by looking for quality rather than cheapness.

There are many advertising concerns who depend entirely upon the appealing quality of their work to bring about their inquiries and results, and they are wise enough to know that they must produce that which will demand attention and create interest. Their success depends upon it, and they cannot risk their work to any but competent printers. Let us introduce an individuality in all our work. Make the word Quality stand for something more than the mere term.

Produce Quality, think Quality, dream Quality, and talk Quality, and we shall be surprised to see how rapidly we draw away from the cheap cut-rate competition and drift into more profitable channels.—*Board of Trade Printer.*

The World's Judgment

A wise man poor
Is like a sacred book that's never read,
To himself he lives, and to all else seems dead.
This age thinks better of a gilded fool
Than of a threadbare saint in wisdom's school.

—*Thomas Dekker*

Personal Mention

M. A. Fountain & Co. are now nicely located in their new plant on the west side.

The busy print shop of C. O. Owen & Co. are to add a new gathering machine to their plant.

Mr. Edwin W. Kirchner, in addition to selling printing, has gone into the automobile business and has the agency for the Pope car.

It is too bad Brother Ellick is confined to the swamps of Indiana, as we would like to see more of him at our noon-day meetings.

A few more Ruggles in the Club would help things a great deal. There are few who take more interest in the welfare of the Club.

We must see more of jovial Renecker at our noon-day meetings. We need you and your work on the Membership Committee.

We understand the W. B. Conkey Co. are to remove their general offices to Hammond so as to be at the seat of action at all times.

Mr. Ball, of Rogers & Co., was called to New York to adjust a second fire they recently had in their New York plant. It will soon be Mr. Ballinsky.

President Hartman spent some time at West Baden last month to recuperate after his strenuous work in looking after the banquet affairs of the Club.

As a duck shooter (by his own statement) there is no one who can line up with Brother "Ski" Morgan. We propose to have him prove his statement at an early date.

The name of the Kenfield Publishing Co. has recently been changed to the Kenfield-Leach Co., which is a just recognition of the present management of the concern.

Rogers & Co. are blazing the way for the printers of Chicago by issuing a selling price list of their product. It is certainly unique and the first chapter of progress in printing.

The hustling concern of Stearns Bros. Co. have added two new Miehle presses and a bindery outfit to their already large plant. They have also taken on more space May 1st.

Mr. F. B. Cozzens, of Cozzens & Beaton, is taking his usual annual trip to California to look after his orange crop and other interests and incidentally see the fleet of war ships as they take the harbor at San Francisco.

The W. F. Hall Printing Co. have made arrangements for the erection of a new concrete building on the north side to be used by them exclusively. It is to be specially arranged for their business and as near fireproof as possible.

All Printers Interested in Ben Franklin Club

ALL working printers should be earnest workers for the Ben Franklin Club. Every employing printer should be an enthusiastic supporter and subscriber to the Ben Franklin Club. Both sides will benefit by this organization.

This Club has only one object in view, and that is to promote the highest and best interests of those engaged in the printing business, and, incidentally, the best interests of those who use the product of the printing office. The officers have no personal axes to grind. They are not looking for political offices. They do not pose as Republicans, Democrats, Prohibitionists or Socialists. They are all working toward the same goal, having the same end in view. They are all working for the betterment of conditions in the printing business.

One of the signs of the times is Progress. One of the fruits of Progress is Federation. We see this everywhere. In all lines of business the units join in federation. Some have one purpose in view, some have others. Generally federation is for protection against injustice or ignorance. Often it is for the purpose of restricting competition in trade, and is then known as a trust, and as such is contrary to the spirit of the Constitution of the United States.

The Ben Franklin Club is unique in many respects. It has the broadest platform of any organization known to the writer. It has no desire to restrict trade. It has no purpose of dictating to employers whom they shall employ, or what hours their plants shall run, or what shall be paid their employes. It does not seek to impose a system of arbitrary rates for the product of their printing offices. It does not seek to antagonize union labor. The Ben Franklin Club believes the printing business to be one of the noblest professions open to the human race. The printing art has made all other branches of human knowledge possible. Without printers there would be no progress—no books, no philosophy, no science, no art, no maps, no railways, no telegraphs, no telephones, no wireless, no scientific farming, no mining, no street cars, no iron foundries, no shoe factories, no paper mills, no sugar factories, no cloth factories, no woolen mills, no lace factories, no collar factories, no saw mills, no machine shops. Do you ever stop to think of all this? As a real, literal, actual fact, the printer has transformed human life and multiplied human efficiency thousands of times. Without printing, we would be in the same condition of life that Abraham was six thousand years ago.

The Ben Franklin Club seeks to foster a higher ideal among the members of the craft. It seeks to remove feelings of enmity or jealousy among competitors. It seeks to eliminate foolish, useless and criminal price-cutting, by educating both the makers and users of printing to higher standards than have obtained heretofore. It seeks to educate printers by establishing "cost systems" in their offices, by means of which the cost of production can be exactly determined. If this can be accomplished, no printer will sell his product for less than its cost. Under present conditions most of the printers give estimates of cost by guess work and the one making the lowest guess wins in this ridiculous guessing contest.

It seeks to stiffen the backbone of the weaker and more timid members, so that they will demand a fair price for the goods they furnish.

The average business man demands a profit on his goods and is willing to pay a profit to the producer. Therefore no reason exists why the printer should not get a profit on his knowledge, his investment, his experience and his goods. That buyer who is not willing to pay a profit to the producer is the one for us to leave alone.

The employing printer is compelled to pay a handsome profit on everything he buys. A trust controls everything he needs to purchase with which to do business. There is the Paper Trust, the Machinery Trust, the Type Trust, the Ink Trust, the Rent Trust, the Labor Trust, the Electric Light and Power Trust, the Gas Trust, the Leather Trust, the Board Trust, the Oil Trust. Every one of these combinations exacts a good stiff profit from the printer. Why? Because they get together, compare cost of production, KNOW exactly what it costs to produce a given article and what it costs to sell and deliver the goods, and they make the price accordingly. In other words, all these concerns KNOW—KNOW ABSOLUTELY—KNOW SCIENTIFICALLY, the cost of production and govern themselves and their prices on that knowledge.

It is a notorious fact that printers do NOT KNOW their cost—they guess and generally guess too low. What a most ridiculous thing it is—it would be laughable if it were not so serious—that the printers of this great land, a large body of intelligent, experienced, diligent and altogether worthy citizens should be PLAYING AT BUSINESS, or simply trading away their brains and investment for the purpose of making all other business men rich, and, quite incidentally, receiving a meager living for themselves.

Printers! It is time to awake. Brace up. Demand your rights. Cease to be mere stepping stones to fortune for your customer. Why try to sell gold dollars for seventy-five cents. You may do it until your capital is exhausted, but you know the final result. Get a profit, a real, genuine profit, not a fictitious one, on the work you produce. Do less business, have less worry and make more money.

A. P. PRENTICE

Here's to the winning Club of the Ben Franklin Club baseball team.

Mr. T. E. Donnelly is again back in the harness after an illness of some time.

Mr. W. F. Hall sailed for Europe on the 21st inst. and expects to be gone until October. May his trip be one round of pleasure.

The practice of the Golden Rule would add much toward promoting good fellowship and harmony in our Club. Try it and you will feel the better for it.

We gladly offer the columns of this paper for the announcement of any new device in the printing line and shall be glad to give space for its description and illustration.

Mr. Hodge, Treasurer of the Sam'l Bingham's Sons Co., reports business much improved in Chicago and at all their branches, which by the way they will soon be able to class with the 57 varieties.

AN OPPORTUNITY LOST

NOT many days ago a certain printer of my acquaintance was sitting in his office bemoaning the fact that three times that day he had lost jobs, regular customers, too, by having his price severely cut by some one. After using up several scratch pads trying to figure out how the other fellow could do it, he muttered half aloud (and with a business sagacity that would do credit to—a woman): "Well, I'll be hanged if I don't get the next job I have got to figure on, even if I lose money on it; there has got to be something doing around here."

About this time a customer came in with a bunch of copy in his hand, and Mr. Printerman was on his feet immediately to make good.

"How much will these three jobs cost?" asked the customer. After figuring a few moments the printer replied: "I'll average them up at four dollars and a half—thirteen dollars and a half for the three."

"All right," said the customer, "go ahead with them; I am not getting prices on this lot, and if you say that thirteen dollars and a half is a fair charge, I'll let it go at that."

Chump? Well, that is letting him down rather easy. I related the occurrence to another printer and he summed it up in two words, and neither one began with a "c" either. This was just the opportunity for this man to get a decent price, but in his overreaching desire to get business he failed to take advantage of it. What he should have charged the customer, to make a fair profit, was twenty dollars—and he gave himself a good stiff jolt in the basement.

We learn more, some one has said, from our failures than from our successes in life. This being true, and it probably is, the printer who slaughtered this price is laying the foundation for a pretty liberal education.

Now this is one of the things to which cutting leads. Next time that job is to be done, the customer will pike all over town trying to find some one who will do it for thirteen-fifty or less—and he'll find him all right, for they say a fool is born every minute, and, unfortunately, some of them grow up to be printers. There is this about it, though, he will have a harder time to find him in 1908 than in 1907, for association work is doing much to remedy these conditions; that is what they are organized for, and the better class of master printers are fast realizing it.—*Board of Trade Printer.*

Have You Ever Noticed?

THERE are three elements entering into the successful running of a printing office, whether large or small. These are: judicious buying of stock, material and labor; economical production of the work; and the selling of the finished product at the proper price. It is unnecessary to say that these must dovetail into each other like an interlocking joint, else, sooner or later, it is the red bunting, with a 6x9 notice pinned on it, which usually means a change in the style of the firm name.

No matter how carefully a man may buy, discounting his bills, nor to what advantage a good superintendent may lay out and execute his work, if the selling is done without a proper knowledge of what the work costs, the harmony that must obtain between the three elements is disturbed, and something happens; usually it does not hurt the customer's pocket either.

In a Philosophic Strain

It is not what we earn, but what we save, that makes us rich.

It is not what we read, but what we assimilate, that makes us wise.

It is not what we eat but what we digest that makes us strong.

It is not what we tolerate, but what we love, that makes us happy.

It is not what we profess, but what we practice, that shows what we are.

It is not the things we get, but the things we enjoy, that makes life worth living.

It takes less time to learn to do a thing right than it does to explain why you did it wrong.

"Clothes do not make the man"—neither does your printing make the sales—but it helps in a large measure if done right.

Gold dollars for seventy-five cents cannot be sold by any honest merchant—no matter what his salesman may tell you. It makes no difference what you buy, whether goods or pleasure, you must pay the price. This is one of the inexorable laws of creation, and is as true of printing as of anything else. Good printing costs money, and is generally cheap. Poor printing also costs money, but always is dear at any price.

Trade Notes

The Miller Saw Trimmer Co., of Milwaukee, have been putting out some effective advertising in reference to their new attachment device for their trimmer.

Sinclair & Valentine, of New York, have recently opened a branch house in Chicago, where they expect to carry a full line of ink for their Chicago trade.

The A. D. Farmer Type Foundry have recently closed their Chicago branch and transferred their accounts and business to the Crescent Type Foundry.

The Chicago Paper Co. have recently issued a new price list, which is a fine specimen of work and shows many new and attractive lines added since the last list was issued.

The Miehle Printing Press & Mfg. Co. are operating their plant to its full capacity, turning out more than two presses every day and still they are unable to keep up with their orders.

The Mergenthaler Linotype Co. are doing an unusually heavy business at this time. Orders for seven machines were received in one day recently, which is a pretty good day's business.

Ben Franklin Monthly

Monthly Journal Striving for the Solidarity of Employing Printers

Published by the Ben Franklin Club of Chicago

Readers of this Journal are invited to criticise, comment or send communications to us for publication, but the publishers will not assume any responsibility for the views contained in them. The writer's name will not be published if so desired.

Subscribers will please notify us of any change in address

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¶ Keep the ball a rolling until the 300 mark is reached.

¶ All aboard for the Ben Franklin Club Picnic. A day's outing with its sports will be enjoyed by all.

¶ Do you know we are now snugly located in our new, more centrally located office at No. 1327 Monadnock Block?

¶ It will no longer be possible for anyone to refer to the Printer as the poor man since so many of our fellow-members have taken to automobiling. There is evidently a little good left in the business that some are finding and we hope this number will gradually increase.

¶ The weekly noon-day meetings have proven a big success. Many a good and lasting acquaintanceship has been formed at these meetings. They should be more fully attended. Those who are meeting weekly are the gainers by doing so.

¶ In our last issue we had an article on Service in the Printing Business, which struck a tender cord with many. If we will strive more to give the buyer of printing better service, the question of price will not be so much of a factor, and much of the ruinous competition would be eliminated.

¶ Successful organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticize those who do things that tend to make organization a success.

¶ There seems to be but one finish for the employing printer who continues selling his product at below cost. Within the past few weeks two failures have occurred in Chicago in the printing business, and both can easily be traced to the fact that their product was being sold too cheaply. It is a sad experience and we hope others may profit by it.

¶ Let it be known that you are a member of the Ben Franklin Club. Talk it and boom it so that you may feel justly proud of it. In time we shall have neat signs for the display by members, as is done by some other associations, notably the Bankers', which shall be an insurance to your customer of just and fair treatment and also a warning to those who misuse their credit with our members.

¶ The officers of this Club are receiving many encouraging indications of the willingness of the paper dealers to assist the printer to eradicate the evil of selling direct to the consumers, but they alone are not able to bring this about, as the printer must do his share. We cannot expect to realize this condition at once—it will come gradually—as it is just and justice will always prevail in the end.

¶ We cannot help but call the attention of the membership to one of the most valuable adjuncts to our Club that seems to be sadly neglected and certainly is not receiving the support it should. We refer to the Credit Bureau. If every member will sit down and make a full list of those accounts that should be listed, on the blanks furnished and send to the Secretary's office, he will be doing himself good and the Club as a whole will be immensely benefitted. If you will calmly sit down and figure out what it would mean in the end, we are sure all will agree on this point. With our present membership of 200 we should have reports on file for not less than two or three thousand different buyers of printing. As the cronic dead beat and kicker is the fellow we want to reach, we are sure he would not escape some of the lists that would be turned in. Such a list of names would practically cover those who make a habit of beating the printer and it would soon put a stop to it. To make this record complete we must have the co-operation of all, and even though you may not have more than one name to send in, it should be done at once as your one name may be the means of avoiding a loss by a fellow-member of the Club. It is almost impossible to appreciate the value the Credit Bureau would be to the members of the Club after it is once firmly established. We should have a fairly good list by July 1st, and hope every member will co-operate to accomplish this.

BEN FRANKLIN BASE BALL LEAGUE

THERE are a great many members of the Ben Franklin Club who will be pleased to learn that there is now a full-fledged League in the field under the name of the Ben Franklin Base Ball League.

This League is composed of six teams from representative firms or shops in our organization.

Each of the six games had a large number of employes and employers from the various shops of the city, and everyone agrees that the games were well worth watching, aside from the interesting rivalry between the different shops.

This League was officially opened Saturday, May 2nd, and has a schedule of twenty games for each team. This provides for four games for each club against the five competing clubs. This schedule starting on the 2nd of May runs through the months of May, June, July and August, ending about the 15th of September.

Rogers & Co. Base Ball Team

The houses represented are:

Faithorn Printing Co.	C. H. Morgan Co.
Binner-Wells Co.	University Press.
W. J. Hartman Company.	Rogers & Company.

This organization should have the support of all the lovers of the national game, and the games should be well attended. Judging by the attendance the last two Saturdays they will be.

The first games were played Saturday, May 2nd, and resulted as follows:

W. J. Hartman Co. *vs.* Faithorn Co. . . .	Score, 3 to 2
University Press *vs.* C. H. Morgan Co. . .	Score, 11 to 9
Rogers & Company *vs.* Binner-Wells Co. . .	Score, 21 to 5

And Saturday, May 9th, the teams lined up for the second ies as follows:

niversity Press *vs.* Faithorn Co. . . . Score, 15 to 13
ogers & Company *vs.* W. J. Hartman Co. . Score, 10 to 8
nner-Wells Co. *vs.* C. H. Morgan Co. . . Score, 25 to 11

Saturday, May 16th:

ogers & Company *vs.* C. H. Morgan Co. . . Score, 6 to 2
ithorn Co. *vs.* Binner-Wells Co. . . . Score, 7 to 6
. J. Hartman Co. *vs.* University Press . . Score, 12 to 8

Saturday, May 23, 1908:

ogers & Co. *vs.* University Press . . . Score, 12 to 8
. J. Hartman Co. *vs.* Binner-Wells Co. . . Score, 10 to 2
ithorn Co. *vs.* C. H. Morgan Co. . . . Score, 9 to 2

At the end of the season it is proposed to present an emblem or pennant to the winning team, and it is hoped that the organization will be in such shape that it will be carried over from year to year and possibly next year more teams will enter the race.

We will be pleased to furnish in this column a complete report of the different games with comments on the various plays, also pleased to answer any questions which may be put to us by those interested and give full information as to where the games are to be played.

Those of us who are now officers of the League, as well as several other members, met with certain obstacles which for a time threatened our success as an organization, but we believed that where the aim was in our particular case the banding together of baseball teams representing individual represent-

HOME TEAMS	PLAY Rogers & Co.	PLAY Binner-Wells Co.	PLAY W. J. Hartman Co.	PLAY C. H. Morgan Co.	PLAY University Press.	PLAY Faithorn Co.
Rogers & Co.	THE	May 2 July 11	May 9 July 18	May 16 July 25	May 23 Aug. 1	May 30 Aug. 8
Binner-Wells Co.	June 6 Aug. 15	BEN	May 23 Aug. 1	May 9 July 18	July 4 Sept. 12	May 16 July 25
W. J. Hartman Co.	June 13 Aug. 22	June 27 Sept. 5	FRANKLIN	May 30 Aug. 8	June 20 Aug. 29	May 2 July 11
C. H. Morgan Co.	June 20 Aug. 29	June 13 Aug. 22	July 4 Sept. 12	BASE	June 6 Aug. 15	June 27 Sept. 5
University Press.	June 27 Sept. 5	May 30 Aug. 8	May 16 July 25	May 2 July 11	BALL	June 13 Aug. 22
Faithorn Co.	July 4 Sept. 12	June 20 Aug. 29	June 6 Aug. 15	May 23 Aug. 1	May 9 July 18	LEAGUE

Standing May 23, 1908

TEAMS	WON	LOST	PER CENT.
ogers & Company	4	0	1.000
. J. Hartman Company	3	1	.750
niversity Press	2	2	.500
ithorn Printing Co.	2	2	.500
nner-Wells Company	1	3	.250
H. Morgan Co.	0	4	000

Elsewhere in this publication you will find a complete edule of the games, showing when and where they are to be yed. We also expect to print each month the complete nding of the clubs, with the averages of the leading players well as the averages of the teams. This data will not start, til after all of the teams have met other teams in the league, as to give a fair showing, and one on which we can base ures.

All of the teams in the league are handsomely uniformed, d we expect to reproduce from time to time the teams as they pear on the field.

It is needless to say that the league is thoroughly organized, d the money for the support of the league was contributed the various houses represented.

ative offices of the Ben Franklin Club that these obstacles could be overcome, and the fact that a league comprised of six teams now exists and has already played the first four sets of its scheduled games is evidence of our success.

Those of you who are fans know that baseball breeds disputes, and while our games were not entirely free from them, it was certainly gratifying to the officers of the league, as well as to the representative members and spectators, to know that the games were free from all disputes other than baseball.

We have in honor of the Ben Franklin Club adopted their name, Ben Franklin Baseball League, and have already received the moral as well as the financial support of the offices represented to the extent of about $350.00.

It is the desire of the officers of the league to have all games played at one park, and several interested parties who are lending their influence and aid endorse this plan, as it will enable those interested in the games of the Ben Franklin League to see all three games if they choose. Furthermore, by adopting this scheme we hope to obtain assistance from the Park Commissioners to the extent of having policemen on the grounds to keep the crowd off the field so that the players will not be interfered with or unnecessarily confused.

We can assure you that an enjoyable afternoon can be spent watching the games and that the class of ball played will be in full pay for car fare spent.

We believe that as the season advances and as the rules, regulations, penalties, etc., become known to you that the games will be so played and the league officially so conduct itself that it will add to the power of the name of Ben Franklin Club and increase the momentum of the Club toward the realization of its honest endeavors and the fulfillment of it fondest hopes, and that we will merit your good will and suppor and that our resolve to assist in creating friendship among th printing offices of the city will have been accomplished.

CHAS. J. THEIBAULT, *President.*

W. J. Hartman Co. Base Ball Team

A certain theatrical troupe, after a dreary and unsuccessful tour, finally arrived in a small New Jersey town. That night, though there was no furore or general uprising of the audience, there was enough hand-clapping to arouse the troupe's dejected spirits. The leading man stepped to the footlights after the first act and bowed profoundly. Still the clapping continued.

When he went behind the scenes he saw an Irish stage-hand laughing heartily. "Well, what do you think of that?" asked the actor, throwing out his chest.

"What d'ye mane?" inquired the Irishman.

"Why, the hand-clapping out there," was the reply.

"Hand-clapping?"

"Yes," said the Thespian, "they are giving me enough applause to show they appreciate me."

"D'ye call that applause?" inquired the old fellow. "Whoi, thot's not applause. Thot's the audience killin' mosquitoes."

O'Flannagan came home one night with a deep band black crape around his hat.

"Why, Mike!" exclaimed his wife. "What are ye weari thot mournful thing for?"

"I'm wearin' it for yer first husband," replied Mike firml "I'm sorry he's dead."

A trolley-car had collided with a heavily laden milk car and sent can after can of milk splashing into the street. Soo a crowd gathered. A man, coming up, had to stand on tipt and keep dodging his head about to see past a stout lady i front of him. "Goodness!" he finally exclaimed, "what a awful waste!"

The stout lady turned and glared at him. "Mind your ow business," she snapped.

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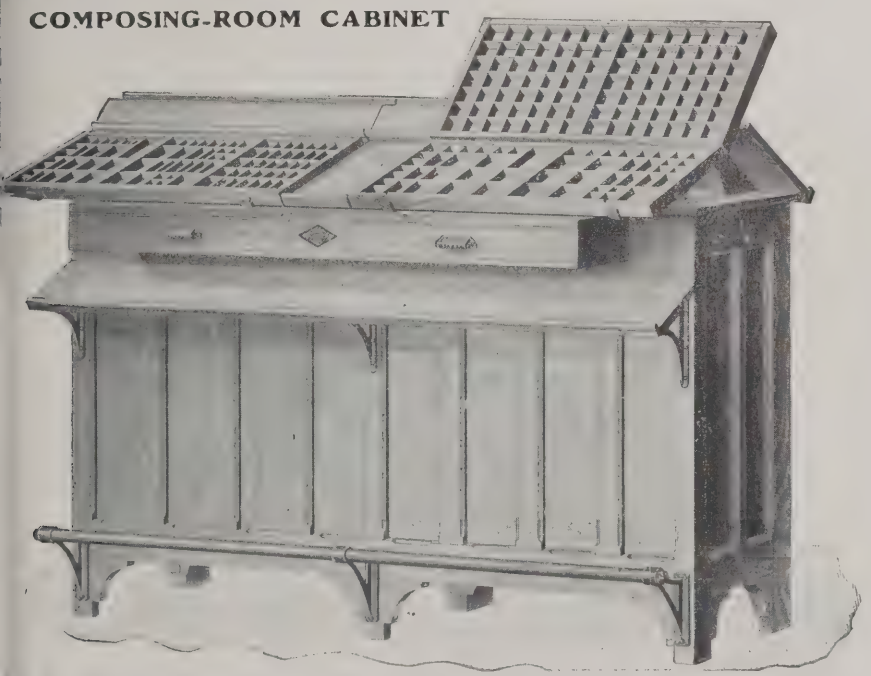

News side of Masterman Composing-room Cabinet, showing Galley board between cases, Copy Box with Drawers, Galley Bank and Foot-Rail. One side showing News Cases in place, the other side with low Job Case arrangement and Lead Bank. The Job Cases, 21 in each tier, pull from the other side.

A NOTABLE INSTALLATION

The recent destruction by fire of the great plant of the Phelps Publishing Co., at Springfield Mass., necessitated the erection of a new building and the installation of a new outfit of modern Printing Office Furniture. We are now equipping this office with a special outfit consisting of hundreds of special pieces to meet the varied requirements of this great establishment. Mr. F. G. Smith, the mechanical superintendent of the Phelps Co. has given this outfit his special attention and every detail has been worked out with the utmost care. The Phelps plant at Springfield should be the mecca of every New England printer interested in composing-room economics. Those printers who are located remote from Springfield should write us for particulars of this remarkable equipment.

EIGHTY-EIGHT MASTERMAN CABINETS

are now installed in three of America's largest printing establishments and it has only recently been placed on the market.

16 Cabinets in the office of the Metropolitan Ins. Co., New York
52 Cabinets in the office of the Butterick Pub. Co., New York
20 Cabinets in the office of the Phelps Pub. Co., Springfield, Mass.

There is no secret about the popularity of Hamilton Furniture, where quality COUNTS no other furniture is considered.

We have recently equipped the offices of the Plain-dealer, Cleveland, Ohio, and W. P. Dunn & Co., of Chicago, both plants having been destroyed by fire.

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GOOD, TOO—ADDED TO OUR LINE

Multi-Process Press

For Post Cards, Tickets, Labels, Boxes, etc. Prints any number of colors — both sides—5,000 impressions per hour —does the whole thing—delivers finished work—die-cut, perforated, punched and embossed at this speed. If you do work of this kind now is the time to send for our man.

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Increases output in pressroom 10% to 30%—saves stock—pays for itself in few months. If you run cylinder presses you need it—ask our man to call.

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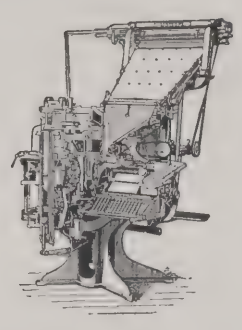

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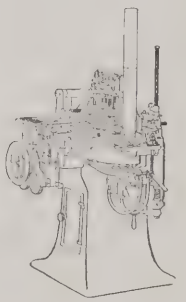

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WHEN YOU WANT IT

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You can get what you want when you want it, if you order everything in the printing line of us.

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Abbotsford	$ 0.07	per lb.
Armory, light weight	.11	" "
Belgrade	.05	" "
Blackfriars, 20 x 25	4.00	" rm
Blackfriars, 22½ x 28½	5.50	" "
Cheviot	.04	" lb.
Embossed Fort Dearborn	3.00	" rm.
Embossed Yellowstone	3.00	" "
Embossed Ulster	4.50	" "
Franklin Gray and Red	.04	" lb.
Gobelin	5.75	" rm
Inland, 20 x 25, C I S	4 75	" "
Japan (French)	7.00	" "
Korean	4.00	" "
Madras	.07¾	" lb.
Old Cloister, 23 x 28½, lt. wt	10.00	" rm.
Oriental	.05½	" lb.
Panama	14	" "
Raw Silk	.05	" "
Rhododendron	.08½	" "
Shandon	.06	" "
Velour	.05½	" "
West Point, Terra Cotta	.04	" "

Book Papers

Old Downshire, deckle-edge	07½	" "

See April 1st Catalogue for Quantities and Colors

James White Paper Co.

Phones { Main 876 / Auto 5848

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Circular Folding
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Circular Folding
Pamphlet Binding
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Made for Ben Franklin Club Printers

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G. D. STEERE & CO.
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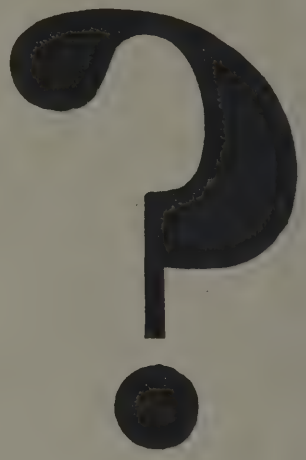

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In White and Eight Tints. 3-ply, 22½x28½
Superior Printing and Embossing Quality
SOLD AT A CLOSE PRICE
Price and Samples Furnished Upon Request

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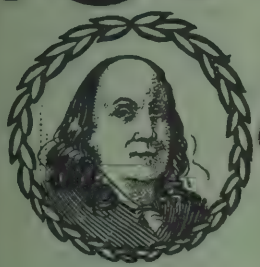
61 PLYMOUTH PLACE

Vol. IV June, 1908 No. 5

Ben Franklin Monthly



A JOURNAL FOR THE EMPLOYING PRINTER

PUBLISHED BY BEN FRANKLIN CLUB

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We Advertise Here

and have continually since this paper was started —— because we believe in the work of The Ben Franklin Club, whose interest is ours, as

We Sell Everything for Printers

We would like to figure with you on your requirements. We may do you some good. Send for our salesman now.

A. F. WANNER & CO.

Phones { Harrison 2650-2651 / Automatic 9436

340-342 Dearborn Street, Chicago, Ill.

It's a fact that a chase true and square every way,
On platen or flat-bed saves time every day.
For that reason buy, users say, to a man,
The chase made from steel on the good Barnhart plan.

Electric-Welded Silver-Gloss Steel Chases

A printer from Pennsylvania told us the other day that his stone-man broke a cross-bar square off while tapping it lightly with a wooden mallet to remove it. The chase was a new one, he said, and was alleged to be steel. We told him if it would break that easily it must have been made from pot metal. He didn't know much about chases then, but he's studied up since; he uses only Electric-Welded Silver-Gloss Steel Chases now.

It is a fact that Silver-Gloss Steel Chases are far and away the strongest on the market. This we have demonstrated by exhaustive tests in which our own and all other kinds were compared side by side and under precisely the same conditions. The figures are interesting; we will be glad to send them to you.

Electric-Welded Silver-Gloss Steel Chases are absolutely accurate, too. Angles are perfect right-angles. Side and cross-bars stand precisely vertical.

Because these chases are true in EVERY respect, and because, owing to their great strength, they can not be sprung out of true, the lock-up man gets a perfect register without a bit of trouble or lost of time. That's something worth dollars to you.

The Cross-Bars are Made to Picas

The Barnhart Silver-Gloss Steel Chases are the only ones having bars made to even-pica widths. In other chases the bars are of the hit-or-miss order—and nine times in ten they miss. A stone-man using leads and card-board to get his margins right is a sight too common to cause comment in offices using other than Barnhart chases. It needs no argument to prove that the Barnhart way is the only way.

BARNHART BROTHERS & SPINDLER

The Largest Type Foundry in the World

183-185-187 MONROE STREET, CHICAGO, U. S. A.

Our chases, like Superior Copper-Mixed Type, are made on honor. They are unequaled.

Ben Franklin Monthly

DEVOTED TO INTERESTS OF EMPLOYING PRINTERS

VOL. IV. CHICAGO, JUNE, 1908 No. 5

Cooperation, in a spirit of mutual confidence, will make missionary work a power—through which we can secure Chicago printing for Chicago printers

Our June Meeting

IN point of numbers the monthly meeting held June 4th, was not as large as the meeting held in May. But in enthusiasm and interest it was the best of any since the organization was formed.

The announcement sent out asked members to bring jobs to be estimated on. Although very backward when it comes to learning true figures, several printers had with them samples of work to be estimated. President Hartman selected from those present a committee of six, comprising no doubt the most representative estimators of Chicago. These men were asked to estimate on the jobs presented. It was to their disadvantage to do the work in a hurry and with no facilities handy, but credit is due them for the dispatch with which the figures were turned in. Each party to the committee figured individually as to his idea of cost, and the different sets of figures were placed on a large blackboard. It is to be regretted that all the figures were not saved, so that they could be given here in detail, but we are able to give the totals as turned in. On the the first job they were as follows: $218, $225, $248, $256, $297, $220. If this average of different prices caused no little discussion and interest, what can be said when the actual selling price was given as $175, and the actual cost of the job, as found out by the printer that did the job, to be $198.

It was then in order for each estimator to explain his figures. Needless to say there should never have been any difference, nor for that matter on any job, except in the little advantage some shop may have over another.

On the next job presented the selling prices secured were: $105, $114, $117, $130, $142, $110. It was found that this job was sold for $79.

The firm which did the work having a representative present, a discussion of the cost of the job lead to the cost of operating his plant and the figures given by him were of great interest to the listeners. On account of the plant being one of the smaller offices of the city, it appealed to a great majority of the members present. More than one has since remarked that the experience of this one member was similar to their own. The office referred to is one started by the owner about five years ago, with no capital, and with a slight indebtedness is now worth about $5,000 gross. Later investigation has shown that the actual worth now is very close to $3,000.

The question brought up at the meeting by the owner and member was, if he sold his work as he did this one job and was willing to sell more at the same price, how did he make the money he has made?

This same question is asked every day by some printer and will be answered by the questioner a few years hence, when the plant is ready for junk and no money with which to renew.

In the case of the one shop, it is a fact that the growth came from drawing only a salary of $20 per week, and using the interest on the investment and depreciation to increase the plant.

This goes very well when the plant is new and the owner has the youthful energy to push and keep up his end. How long this will last is only for the interested to estimate and answer.

The estimating was the feature of the meeting, and having taken most of the evening, only a short time was allowed for reports from the different important committees. Several members gave talks along the line of system which lead to work followed in their own plants.

Credit Committee Report

Chicago, June 4, 1908.

To the Officers and Members of the Ben Franklin Club, City:

GENTLEMEN:—Your Credit Committee can at this time simply report progress. It is the desire of the Committee to establish a thorough and practical system for the protection of the membership. They also wish to adopt such measures as the majority of those interesting themselves in the system seem to think the most feasible. To this end, a circular containing 14 questions was sent last month to 192 members. That some system on credits is desired is evidenced by the fact that 43 members have answered the questions. These answers show that—

Twelve subscribe to either Dun's or Bradstreet's, and 31 do not.

Two subscribe to the Chicago Creditors' Association.

Three subscribe to the Chicago Mercantile Credit Agency.

Six subscribe to the Chicago Credit Guide, and

One subscribes to the Oak Park Creditors' Association.

Ten report the service of such agency satisfactory, 4 report it fair, while 1 reports it not satisfactory.

Nine members value most "reports" in giving credit, while 34 members value most "the experience of others in our line."

Forty-three believe in exchanging experiences. What do the 149 who have not answered the circular think?

Forty-three are willing to give their experiences with customers in exchange for the experiences of the other members. Again we would like to know if the 149 mentioned above are willing? If you are, then let us hear from you.

Twenty-eight are using our present system of reporting, and 15 are not.

Thirty-six have no objections to the reporting system, while 7 do not answer definitely.

Twenty-six are in favor of adding a collection system by the club, 9 are opposed to it, while 8 do not answer either for or against it.

Twenty-four give their collections to lawyers.

Two give their collections to Dun's Agency.

Two give their collections to the American Claims Co.

One gives his collections to the Mfrs. and Jobbers' Com'l Agency.

One gives his collections to the Security Mercantile Agency.

One gives his collections to the Interstate Agency.

One gives his collections to Daniels' Agency.

One gives his collections to the Chicago Creditors' Association.

One gives his collections to the Moulton Agency.

One gives his collections to the Chicago Mercantile Credit Agency.

Seven have methods of their own.

The cost of making the collections varies from 10 to 50%.

Twenty-two are satisfied with the results of their collection methods, 10 are dissatisfied, 4 are undecided, while 7 have not answered.

The answers received to question 13 show that only 28 knew their Membership Number. Get your number from the Secretary—it may come in handy some day.

The Committee is very much pleased with the many good suggestions offered by those answering, but must ask for more time to put some of them into practical use.

It does seem to your Committee that a credit system should be of interest—from a financial point of view—to more than 43 members out of a possible 200. To make it a success the Committee must have your co-operation, and the sooner you give them a hand at their work the quicker will they be able to complete the work they have been chosen to perform for the benefit of all the members.

The card files show that our members have had experiences (some very sad) with over 500 buyers of printed matter. There is no other business where the credit end is so neglected, and we now have a chance to get right. Just yesterday four new suits were filed by printers to the tune of exactly $999.99. Yes, we all feel sorry, but that doesn't get the money. A credit system is a help to each and every one of us.

In closing, the Committee asks that you send it all items of credit information in the printing line.

Respectfully submitted,

JULIUS C. KIRCHNER,
GEORGE SETON THOMPSON,
CHARLES J. KELLER.

Usually the one that does all the kicking is the one that should be kicked.

What do you want to do, pull or push? We don't care, we need both. Now, all together.

Seymour Eaton, the famous Philadelphia organizer and advertising expert, prints the following bit of worldy wisdom over his signature in the Chicago Tribune:

"The average advertiser will shave off 15 cents a thousand on envelopes and a quarter of a cent a pound on paper and beat down the printer in price so that he is obliged to use a 30-cent ink, and by various other economies get his material ready for $6 a thousand. He will then pay the government $20 for carrying his **stingy, badly-printed, cheap-looking** $6 worth of stuff and pat himself on the back for being economical."

Are You One of These?

DEAR SIR:—Please find herewith fifteen prices of fifteen different printers who figured on one individual job about one week ago. The contract was given to the lowest bidder.

You may publish these prices if you want to, in your BEN FRANKLIN MONTHLY.

The job called for 35 M copies, 24 pages, also for a price of an additional 4-page form, and a rebate for every 4 pages. The prices are as follows:

Names.	Twenty-four Pages.	Four Pages Additional.	Rebate of Four Pages.
1	$273.50	$65.00	$ 6.00
2	298.00	49.00	49.00
3	310.00	67.50	67.50
4	312.50	58.50	24.00
5	327.50	49.00	34.00
6	330.00	75.00	6.00
7	324.00	79.50	34.00
8	349.00	85.00	100.00
9	366.00	65.00	40.00
10	385.00	90.00	66.50
11	385.25	60.00	40.25
12	387.00	50.00	no charge.
13	390.00	80.00	40.00
14	397.00	66.25	66.25
15	397.00	65.00	65.00

If interested, we will try to procure a copy for you, and we think it would be a good idea if this job would be estimated on at our next monthly meeting, showing the exact cost on the blackboard.

This is merely a suggestion.

Wishing you success, we are,

Yours truly,

Members that have interested themselves in the Ben Franklin Club cost system:

H. P. Springs Co.,
Kerchner Printing House,
Geo. Seton Thompson,
Kirchner, Meckel & Co.,
Kendig & Hitchings,
Roberts' Print Shop,
The Deming Press,
Hamburger Printing Co.,
M. A. Fountain & Co.,
O. A. Koss & Co.
C. H. Morgan & Co.,
Wagner & Hanson,
Ritzmann, Brookes & Co.,
Clarence M. Jacobus,
Century Printing Co.,
E. L. Fantus Co.,
Electric Press,
Adair Printing Co.,
Grant's Printery,
Excelsior Printing Co.,
Metcalf Stationery Co.,
Art & Commercial Printing Co.
Breyer Printing Co.,
W. J. Hartman Co.,
H. L. Ruggles,
Ott Printing Co.,
Traders' Printing Co.,
Geo. F. Kiernan,
Metrop Synd Press.
NEXT ! !

A big, burly, fierce-looking man and a meek, inoffensive-looking little chap were sawing timber with a cross-cut saw. A strapping Irishman, passing that way, stopped to watch them. Back and forth, back and forth, they pulled at the saw. Finally, the Irishman could stand it no longer. With a whoop and a yell he rushed at the big man and brought him to the ground, burying his knees deep into the sawyer's chest.

Biff! Bang! Thump! Biff!

"There," he said, letting him have one parting blow square on the nose, "now m'bbe ye'll let the little felly hev it!"

ANENT THE MATTER OF CREDITS

IT may not be entirely unknown to the printers of Chicago in general and members of the Ben Franklin Club in particular, that the Club has a committee on credits.

We all know that the credit end of the ordinary printing business is decidedly weak. Indeed, with the possible exception of an accurate knowledge of the cost of production, it is the weakest part of the combination. In these strenuous times, when business is slow and prices demoralized, it is more important than ever that credits should be carefully guarded.

It seems surprising that printers neglect this important point, especially in view of the fact that the first question a type founder asks the printer starting a new office, "How will you pay for this?" or, "How much cash will you pay down?" The prospective buyer does not feel insulted. It is a proper, business-like inquiry. On the answer the seller is able, at once, to express the terms of sale.

The goods we sell are only suitable for the individual or firm ordering same. In this respect our business is almost unique—different from all general commercial lines. It is true a tailor makes clothes to order for a certain man, and unless the buyer is known to the tailor, is invariably requested to pay a deposit, and as a matter of course, unhesitatingly does so. If the clothes are not called for or paid for on completion, a very little expense will be necessary to make the suit fit another subject, and so another deal is easily arranged, and the tailor gets his profit. The same rule applies to many other lines of business, but is NOT applicable once in ten thousand times to the average printing office.

Now, while the average man is honest, and desires to pay for what he gets, the difficulty we meet in our line is the fact, that in order to accomplish any scheme or business, the very first requisite is printing or advertising in one shape or another. So the printer is the very first one to be interviewed by the man with a "scheme." Of course many of these schemes are proper and legitimate enough, but the majority are simply framed up to get money out of the unwary on a swindling proposition. The promoter, usually has no money, though invariably, "will pay in a day or two," but as a pre-requisite to securing the money, must have his stationery or advertising matter. Many of these "gentry" profess great indignation if asked for a deposit with the order. That very fact stamps the man as a rascal and his scheme as a fraud. Do not accept the order of such a man unless he pays in full before you touch it, for he will beat you out of your money as sure as death and taxes.

Another specimen whom all honest men should avoid is the advertising fakir, the one who gets out a trade directory or telephone card. He gets up an advertising contract, in which he stipulates to put your advertisement in to occupy so many inches and guarantees to print and publish five thousand copies. As a matter of fact he will print enough to give each advertiser one copy and has the effrontery to ask the printer to sign a certificate that five thousand were printed and then with this in hand, goes out to collect from his defrauded patrons. When the collections are made, he usually forgets to pay his printer, and the latter generally finds out to his sorrow, that it is useless to sue, for even if the customer had any means, he has induced the printer to become a party to a fraud, and rather than face such a charge, the matter is dropped. The advertising man then looks up another printer, who is worked the same way, and so the merry game goes on. Each printer is ashamed at being "stung" and rather than acknowledge he was "easy" keeps his mouth shut. The only way to prevent a continuation of these "skin games" is by publicity. Report these rascals. Let the other printers know. Put them on their guard. Show up the whole infernal scheme. Report them to your credit committee and have them put on record for reference.

Many men come along asking for credit, and are unable to give references as to their financial responsibility. Such men have no right to ask or expect any business man, much less a printer, for credit. They cannot get accommodation in other lines, so why should they expect you or me to make up goods to order, without paying down sufficient to cover first cost and pay the balance on delivery? Any one objecting to do business with a printer on these terms, may safely be put down as a thief, and should be treated accordingly.

There never was uttered a more truthful saying than that voiced by the great scholar of old, "No man liveth to himself alone." This is particularly true of us printers. We are largely dependent on each other, and this is being understood better every day. In an immensely greater degree, however, is the great world of commerce and letters dependent on the printer and his wonderful art. So far we appear to have forgotten this, and others around us have overlooked the same fact. Indeed, to such an extent is this true, that few men have any respect for the members of our craft, the majority apparently thinking printers are fair prey for any old swindling scheme. If the members of the fraternity would only get together, forget their little petty jealousies, and work to put the business in the class to which it rightfully belongs, the time would soon come when a printer would be looked up to by all other callings as being in the front rank of honorable occupations. Let us refuse absolutely to countenance anything that is unfair, dishonest, or unjust, in any way, and we will soon see things changing for the better. In all this let us not forget that we are entitled to a square deal, first of all. Generally the other fellow is much better able to look out for himself than is the ordinary printer.

A few years ago I saw a sign hanging in front of a store door, which was at least striking, being more emphatic than elegant, reading as follows—

To Trust is to Bust
To Bust is Hell,
No Trust,
No Bust,
No Hell.

From the writer's knowledge of printing trade conditions, the majority of those engaged in this business are suffering all the worries and annoyances which are usually

associated with the last named place and all because of an ingenuous, childlike trust in human nature.

It is about time we got down to business on this proposition. Let us remember the printer is a merchant as well as a professional man, and as such is entitled to a much greater amount of appreciation and respect than has yet been accorded to him. First let us respect ourselves and the respect of our fellow citizens will follow as a natural consequence.

A. P. PRENTICE.

An Elegy in a Country Print Shop

He's taken thirty off the hook; it's quitting time for "Slim."
We've closed the shop this afternoon to read the proof on him,
And find it pretty middling clean, a pi line here and there,
But only such a one as apt to slip in anywhere.
His ticket's on the foreman's desk, all figured up, I s'pose;
He had some fat takes and some lean, but that's the way it goes;
I don't know what's his overtime or what his check will be,
I guess he'll strike the average, along with you and me.

He set a measure middling wide—he liked to set that way;
His work was mostly solid stuff, and not much on display;
He ought to lived three score of years, a friend of yours and mine—
It's tough to think some worthless chap is quadding out his line.
He told me nigh a month ago, as cool as anything,
His dupes were cut and pasted up—a middling longish string.
He said he never skinned the shop, and guessed he'd had his share
Of overtime and double price, and maybe some to spare.

He set a proof that showed up clean, and did his work up right.
He never shirked by day so he could double space the night.
The make-ups dumped his matter in, his form is closed, you see;
His galley's empty on the rack; his slug is twenty-three.
We don't know what the cashier's desk will have to give to Slim;
We'll mark a turn rule in the proof and say a prayer for him.
For him the dawn is in the East, it's getting light uptown,
And thirty's taken off the hook, the last form's going down."

—J. W. Foley in New York Times.

The customs of military service require officers to visit the kitchens during cooking hours to see that the soldiers' food is properly prepared. One old colonel, who let it be pretty generally known that his orders must be obeyed without question or explanation, once stopped two soldiers who were carrying a soup-kettle out of a kitchen.

"Here, you," he growled, "give me a taste of that."

One of the soldiers ran and fetched a ladle and gave the colonel the desired taste. The colonel spat and spluttered.

"Good heavens, man! You don't call that stuff soup, do you?"

"No, sire," replied the soldier meekly, "it's dish-water we was emptyin', sir."

Printers' Insurance

Printers' insurance seems to be a thing to conjure with; the companies seem to have more notions than a woman in the way of handing bouquets to printers, while some of their rulings are positively funny.

For a number of years I had the pleasure of paying 25 cents per hundred for the privilege of keeping gasoline in metal, approved cans—one gallon at a time was all I had kept on the premises—use kerosene entirely about the presses as it is, in my opinion, better and faster.

Finally determined to do away with this charge and made affidavit that I would use a substitute for gasoline. When the policies came back, there, staring me in the face, in 8 point modern, was a clause that permission was further granted to keep on hand not to exceed one gallon of gasoline for each tenant, thus effecting a saving of $2.50 per thousand in a very simple way and with no inconvenience, as a wagon supplies us at frequent intervals.

Another Sample of "Guesstimating"

June 12th, 1908.

GENTLEMEN:—

Please quote us price on printing and binding the following catalogs:

100,000 catalogs.
Size, 8½ x 11½.
204 pages and cover,
20 pages of which is three-colored section, to be furnished by Three Color Co., completely printed.
8 pages are to be printed in two colors,
176 pages are to be printed in one color.
204
Cover is to be printed from etchings furnished by us, in three colors on front outside page and three colors on first inside cover page. Two colors back outside page and back inside page of cover.
Binding side stitch, cover pasted.
All stock to be furnished by us.
Plates for all pages to be furnished by us (no composition.)

We attach herewith sample pages of our last catalog to show style and size.

Yours very truly,

The prices given in answer to the request were very interesting, and are as follows:

$3,000.
$2,900.
$2,800.
$2,750.
$2,430.
$2,150.
$2,000.

The original bid of $2,000 was not considered, because of being made by an out-of-town house.

The job was then offered to the next low bidder at the figure of the very lowest. Strange to say, it was accepted.

The job includes 1,275,000 impressions.

The history of the printing trades is one of hard struggling and many failures, caused largely through the inexperience of many engaged in the business and the little attention given to price-making by others.

NOW IS A POOR TIME TO CUT PRICES

THIS is the season of the year when printers are very strongly tempted to cut prices. Business is quiet, and many people are more concerned about vacations than about business. Proprietors of printing offices, with investments representing many thousands of dollars, obligated to pay exorbitant rents, with the moral obligation to take care of the men and families depending on the weekly pay envelope, naturally view with considerable anxiety the falling off in orders, and look around to find work to keep the force employed. The plant must be kept going somehow, therefore it is better to do work at cost, rather than to disorganize the force, lay off help and allow the machinery to stand idle. This is a common view to take of the situation in the summer time. A very little careful thought, however, will dispel this fallacy.

It is true that the rent and other fixed charges cannot be reduced, also that the saving in wages by laying off hands may be considerable. However, as a matter of fact, under the very best conditions, it costs a great deal more to produce work when a shop is short of work than when it is run to the full capacity. Any one can readily understand that. That being the case, it is little short of suicide for a manufacturer, that is a printer, to cut his prices when business is below normal. It is very easy to lower prices, but to increase rates is a most difficult process.

Only last week the writer was asked to quote prices on some printing required by an old, regular customer, who said that as business was so quiet, a cut price could be made, of course. The reply was, "You are a manufacturer, and so am I. You know, and I know, it costs considerably more to produce any goods when a shop is not filled up with orders, and when the shop is running to its full capacity, the cost of production is less. As no business is running full capacity at present, it is foolish to cut prices just to keep things going. I am not running more than 50 per cent of my capacity just now, therefore there will not be any reduced rates with me." This gentleman concurred in this view, and placed the order at the regular rates. Logically, of course, he should have been willing to pay about 50 per cent more than regular rates, but I had not the nerve to ask it.

There is another thing that should be borne in mind. Printers all believe in advertising, at least theoretically, but certainly for the "other fellow." When business is dull, it is usually well worth while to spend time, thought and ingenuity in getting up advertising for the office. By putting in spare moments in this manner, and keeping oneself before the public, a harvest of orders will come just as surely as night follows day. Of course this crop requires time to sprout and develop, as does any other crop. No farmer plants corn one day and looks for a ripe harvest the following day. Do not be disappointed if you do not get results from your advertising the day after your "dope" has been placed in the care of Uncle Sam. Frequently, but not always, very quick returns are secured.

When business is dull is the logical time to advertise and seek an increase in trade. When your shop is full, and general business good, the need of advertising for immediate results is not so apparent, but some advertising matter should be kept circulating all the time. It is just like a good gardener, who sows a little seed this week, and some more of the same sort next week, and some more of the same sort the week after that, so that he may have what he calls a succession of vegetables. So we should sow. We all want a succession or continuance of business, therefore let us take the means at our disposal to produce the crop we are after.

A. P. PRENTICE.

The Secretary had the pleasure of examining a perfect cost system in the office of the Henry O. Shepard Co. Every charge or estimate they make is based on the figures arrived at by the system.

While in form and blanks it is not like the Ben Franklin Club system, the final results are the same. Mr. Rathbun, the Treasurer, extends an invitation to any printer to call at his office to investigate their methods of ascertaining cost. If you should want to install a cost system and should go to an Audit Company for the service, the least possible charge they would make would be $25.00, and sometimes that much per day. By joining the Ben Franklin Club you can get this same service for the very nominal cost of your membership dues. Why hesitate?

Some Awful Correspondence

The following correspondence recently passed between the office of the Secretary of this Club and an employing printer of Chicago. Further comment is unnecessary:

Chicago, June 11, 1908.

Ben Franklin Club.

GENTLEMEN:—You are wasting postage, stationery, time and money on me.

I will never go into your organization until each member will put up a certified check of $250.00 that they will abide by the prices agreed upon by a majority of the club, and in case it can be proven that any member makes a cut in the prices, their check be forfeited to the treasury of the club.

Only a few days ago a well-known member of the B. F. Club quoted 50 CENTS per 1,000 on filling in on 125,000 cards, all single. The estimate written and *signed in ink* was shown to me by my customer.

Do you want me in that class?

Educate yourselves. *Forty years' experience* is all I need. I have proven I have profited by it.

Respectfully yours,

_____ _____.

Chicago, June 13, 1908.

DEAR SIR:—In reference to your favor of June 11th, we are going to waste just enough postage on you to get you straight in the matter of our organization.

In the first place, we enclose you a constitution and by-

laws, which will possibly give you the best idea of the lines on which our work is based. From this you can readily see that we have nothing to do with prices, and, further, we have nothing to do with the labor question. Therefore, it would be impossible for us to consider a proposition such as you suggest. There are several reasons for this. The matter of price associations has been tried in Chicago and was not successful. If it were possible to follow a scheme such as you suggest, it might prove successful. The writer has had experience of just this kind, and he finds that there are just enough of them that do not abide by the gentleman's agreement to disrupt the association. We do not claim that we do not have price-cutters in the Ben Franklin Club, and that is just the reason that the organization is working as hard as it is to show just who he may be. That is just the reason we are asking you to become one of us, in order that we may have your ability, your experience and your push, to aid us in correcting these evils.

I am glad to learn by your letter that you are so successful, and we wish that we could have your aid to make others successful and to make the path of the printer easier.

We trust that after reading our constitution and by-laws you will change your mind as to what we are doing and that you will try to help us to straighten up a few of these fellows who do not know where they are at in the matter of cost.

Our club is installing, without charge, except a membership in our club, cost systems, and we know that after these systems are installed that the cost will change.

Respectfully yours,

BEN FRANKLIN CLUB.

Chicago, June 15, 1908.

Ben Franklin Club.

GENTLEMEN:—Yours at hand. You state you have sent constitution and by-laws. It has not yet arrived. I presume it will come by "fast freight," as perhaps it is too numerous to be handled in the mails. However, when it does come, if it is good for wrapping I shall apply it to that purpose; if the paper is soft and thin I can wrap half-tones in it and perhaps use it for other purposes around the shop.

You seem to be *over-anxious* to get in the shekels for membership fees. Sorry all my extra money goes to educate the Filipinos to chew Zeno gum. Can't give you any donations at present.

Perhaps if I met you "stomach to appetite" at $2.00 per plate you would enjoy my adorable presence.

I am sorry to say, some 58 years ago I promised my dear old mother I would not have anything to do with public affairs, but would "go it alone" when there was any doubt of my partners not being able to palm an extra "ace" and hold a sure "high-low" when necessary. Gentlemen, I think I am altogether "too rough-shod" to go smoothly in your company. If at any time I get employment in a linseed oil mill, so as to smoothen up a little, or, in other words, to become "pretty slick," I will send you an application, accompanied by the necessary lucre which is so necessary to put a tough member in that oily shape necessary to good form.

Now, please don't disturb me any more until you get my application and see Uncle Sam's "long green" attached.

One printer said, "I can't get a higher price." He is out of business.

The other printer said, "The prices are not high enough." He is still in business and growing.

Another printer got the price. Well, he don't have to work any more.

Chorus: Where are you?

The Broncho

"The Poet Scout's" Latest "Pome."

Capt. Jack Crawford, enclosing the following pome (as he spells it) to a friend, says: "I am sending you my latest offense in the shape of a pome. It is not for sale, and it is not to be copyrighted. IT'S TOO GOOD. And I want a lot of people to read it who do not understand the bronchos, and one feels mighty lonely when one is misunderstood.

Yours in clouds or sunshine.

"Capt. Jack."

THE BRONCHO.

Truth and Poetry.

I am saddest when I'm gladdest,
And I'm gladdest when I'm sad,
I am maddest when I'm baddest,
And I'm baddest when I'm mad.
But my sadness an' my badness
With my madness all combine,
Just to fertilize the gladness
In this broncho soul of mine.

I would rather be a broncho
With a lightnin' disposition,
Than a goody, goody smooth one
Who for suckers go a fishin'.
For the broncho shows his colors
An' he reaches out behind him
An' you know just what's a comin'
When you undertake to bind him.

He is not a goin' to stand for
To be roped, an' throw'd an' bottled
To be bridled, cinched an' saddled,
An' unmercifully throttled;
An' he'll buck an' kick like blazes
Just for all that there is to him,
You may break his heart and kill him,
But you never can subdue him.

What's the reason, do you ask me,
Ask the chump as does the ropin';
He'll admit a pound of sugar's
Worth a hundred pounds of dopin',
An' its well the broncho knows it
And resents it when you bleed him,
But with smiles an' lumps of sugar
Why a little child can lead him.

"I want some collars for my husband," said a lady in a department store, "but I am afraid I have forgotten the size."

"Thirteen and a half, ma'am?" suggested the clerk.

"That's it. How on earth did you know?"

"Gentlemen who let their wives buy their collars for 'em are almost always about that size, ma'am," explained the observant clerk.

A weary guest at a small and not very clean country inn was repeatedly called, the morning after his arrival, by the colored man-of-all-work.

"See here," he finally burst forth, "how many times have I told you I don't want to be called? I want to sleep!"

"I know, suh, but dey've got to hab de sheets, anyhow. It's almos' eight o'clock, an' dey's waitin' fo' de tableclof."

Ben Franklin Monthly

A Monthly Journal Striving for the Solidarity of Employing Printers

Published by the Ben Franklin Club of Chicago

Readers of this Journal are invited to criticise, comment or send communications to us for publication, but the publishers will not assume any responsibility for the views contained in them. The writer's name will not be published if so desired.

Subscribers will please notify us of any change in address

Advertising Rates

1-6 Page,	$ 7.50 for each insertion
1-4 Page,	10.00 " " "
1-2 Page,	15.00 " " "
Full Page	25.00 " " "

Copy may be changed for each issue

TERMS OF SUBSCRIPTION: Per copy $ .10; Per year 1.00

Address Communications to W. J. HARTMAN, 195 S. Canal St.

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O. OTT.

¶ Now that Taft is nominated let us all get down to business.

¶ Prices too low in Chicago? Maybe you have something to do with making the low prices. Huh?

¶ Don't let that good idea of yours get away. Write it down and let us publish it in the Monthly.

¶ If you have no business get busy and get some—hustling creates business. Make a noise like an order and it may develop one.

¶ Be ready to exchange your experience with your brother printer. Maybe he has something of value for you.

¶ The installing in this issue of the Want Column and also the List of Water Marked Papers should add to its already growing popularity.

¶ It may be all right to be like a sponge, soak up everything and give up nothing. But what if everyone was like you, your sponge department would go out of business.

¶ The big convention is over and the candidates nominated are either satisfactory or not to you. Now, let's work for the benefit of the printer and get members for the Ben Franklin Club.

¶ Mr. C. A. Legg, the very popular ex-Secretary of the Ben Franklin Club, and his bride, have returned from a month's honeymoon. The Club extends to this happy couple its best wishes for continued happiness and prosperity.

¶ There can be no reason for complaint by the printers regarding the strenuous times we are experiencing in trying to make a dollar do the work of two, when printers, so-called, persist in giving the buyers of printing at least $1.25 for a dollar, as we now measure the dollar with the increased cost of production. We have not lost hope entirely and an awakening may occur at any time.

¶ There seems to be more or less disturbance in prices that are being quoted by printers located outside of Chicago. We have recently had called to our attention prices that were quoted in competition by concerns located in Joliet, So. Whitley, Ind., and other points as well. The prices being quoted by agents for concerns located at these points are so far below what they should be, making a liberal allowance for any advantage they might have by virtue of a lower scale of wages paid help, that it would seem that serious losses must be sustained on work accepted at these prices.

¶ The cry has been a demoralization of prices—who is to blame? The printer or the public? It is easily answered—In his eagerness to keep the presses filled up and going the **no cost system printer** goes out and quotes any price that is demanded and not knowing his actual costs he is loath to let an order go by that will hardly pay for the ink, yet it is accepted in the hope that in some way it will turn out satisfactorily to him, but still he is unable to know positively after the job is completed and delivered whether or not he lost or made money on the job and as a result of which he goes forth again and does the same thing. As soon as he learns his cost he will of course get a right price for his goods. But will the time ever come when all the printers shall have seen the light and demand what is due them? It may be, but we think it will not be far in advance of the dawn of the millennium.

Trade Notes

Barnhart Bros. & Spindler, Monroe Street, are distributing a new catalogue, showing the Chandler & Price Gordon press.

His many friends will be glad to know that Mr. Carl Schauppner is now located with the Crescent Type Foundry.

The Paper Mills Co. report an unusual demand for their new melo tint book papers recently offered the trade by them.

Mr. Albert Merki, traveling salesman for Sam'l Bingham's Sons Co., printers' rollers, was in the city one day last week.

The Latham Machinery Co. report a steady demand for their line of machinery, the recent depression having had but little effect on their business.

Any member desiring to procure 8-hour wage table books can do so by making application to M. A. Fountain, 18 S. Green Street. Price, $2.50.

Mr. Henry Solomon has sold his interest in the Caslon Press and has established a new plant, and incorporated it under the name of "The Unique Press." The plant was installed by A. F. Wanner & Company, Chicago.

The many Chicago friends of Edward A. Tracy will be pleased to hear of his merited promotion as manager of the St. Louis Printers' Supply Company, St. Louis, Mo. The wants of Mr. Tracy's friends and customers will be promptly looked after by Mr. M. F. Dougherty and Mr. Fred Crapo. A telephone call or postal addressed to Barnhart Bros. & Spindler will bring either.

Barnhart Bros. & Spindler keep open house for printers. There's a welcome for every printer. The making of electric welded steel chases is well worth a special call to see. The type foundry is, of course, the most interesting. It would take several issues of the Ben Franklin Monthly to describe it. Just drop in and tell "Jimmie" Wood that you want to see how type is made.

The annual meeting of the salesmen of Barnhart Bros. & Spindler was held at the home office, 183-187 Monroe Street, Chicago, the first week in July. These meetings are always enthusiastic and the salesmen get a lot of valuable information, which they in turn impart to their customers, and thus help make the printing trade more pleasant and profitable.

Among the late type specimens distributed to the trade by Barnhart Bros. & Spindler were three of special interest to printers. The first, "Refined Stationery Printed from High Class Types," is an excellent reference booklet, showing the different styles and forms of invitations. It can be profitably used by printers when soliciting orders for invitation printing. It is especially timely, coming at this season of the year. Old Roman Semitone and Authors' Roman were shown in a novel and pleasing manner. The Semitone is a pretty, novel, and striking face, and is just the style desired by printers who have customers wanting printed matter sufficiently out of the ordinary to attract attention. Authors' Roman is an ideal book and booklet type. One of the most popular type families of today, both in America and Europe, is the Old Roman. The Caslon Old Roman, Old Roman Bold, Old Roman Black and Old Roman Condensed are shown in an attractively designed booklet, having an embossed cover. Any printers not supplied with these specimens may secure copies by telephoning or writing Barnhart Bros. & Spindler, 183-187 Monroe Street.

"Yes, I know—I'm buckling to it mighty hard now, but wait, my boy—just you wait until I have corraled the shekels. Then I'll show them all how to enjoy themselves. When I'm fifty I'm going to quit, vamose, get out absolutely, shake the dust from my feet, wash the dirt from my hands, face the world with a clean and smiling countenance and go in for the things I'm missing now. Just watch me."

I've watched. His half-century run was finished with a spurt long ago and he is still buckling to it harder than ever. But instead of hurrying around after wealth, he is now worrying around after health—and he does the one quite as strenuously as he did the other.

Prison bars are not stronger than habit.

The most cruel and diabolical prisons are those we build for ourselves. That the bars are made of gold does not make prison life any more enjoyable.

Perhaps it is an unconscious recognition of this fact that gives us leniency for our criminal rich. A life sentence to a self-made goal, with Habit as the gaoler, is punishment enough for almost any crime.—*Glenwood S. Buck, in "Buck's Shot," St. Louis, Mo.*

A Northerner riding through the West Virginian mountains came up with a mountaineer leisurely driving a herd of pigs.

"Where are you driving the pigs to?" asked the rider.

"Out to pasture 'em a bit."

"What for?"

"To fatten 'em."

"Isn't it pretty slow work to fatten them on grass? Up where I come from we pen them up and feed them on corn. It saves lot a of time."

"Ya-as, I s'pose so," drawled the mountaineer. "But, h—, what's time to a hawg?"

Two Irishmen, meeting one day, were discussing local news.

"Do you know Jim Skelly?" asked Pat.

"Faith," said Mike, "an' I do."

"Well," said Pat, "he has had his appendix taken away from him."

"Ye don't say so?" said Mike. "Well, it serves him right. He should have had it in his wife's name."

Porter Emerson Brown came into the office yesterday. He had been out in the country for a week and was very cheerful. Just as he was leaving, he said: "Did you hear about that man who died the other day and left all he had to the orphanage?"

"No," some one answered. "How much did he leave?"

"Twelve children."

Mr. Browne left, too.

THE BEN FRANKLIN COST SYSTEM

IN the report of the Committee on Cost in the May number of the Ben Franklin Monthly that part of the report pertaining to the forms and blanks used in the Cost System was omitted. To do justice to the subject and the blanks used, would or should take the space of this entire number. You will therefore pardon the necessary short cuts taken.

The system is very brief and consists of blanks for the following purposes:

1st—Pay-Roll blanks on which to make up pay-roll of departments separately.

2nd—Time Tickets to show what the workman each day has done for the pay-roll.

3rd—Summary Blank to gather together for a period of one month what the workman has produced.

4th—Job Cost Sheet, on which is recorded the time expended and all charges against the individual job, also used to make up charges.

5th—Statement of Costs on which are gathered all department costs and work produced, showing in each department the cost of production per hour.

To make the explanation of the blanks or their usage we will first take up Form 9 or the statement of costs. This blank is an answer or key to the system. No matter what blanks you use, whether of your own or our forms, if you can collect the correct figures and fill out this blank completely we would consider your system as covering the ground.

We will take up the items as printed on Form 9 and let each one lead us to the other blanks.

The **Pay-roll** being the basis of cost, this item is of first importance. The figures to put in here are taken from Forms 6-7-8 which are the pay-roll sheets. The figures that go on the pay-roll sheets are taken from Forms 1-2-3 and checked by the employe time-clock, if you have one. The total of each day's figures or the pay-roll sheets 6 and 8 are carried to the Summary Sheet Form 4. The totals of Form 7 in connection with Form 2 are transferred to Form 5.

The Forms 1-2-3 are filled out by the employe and answer several purposes, the figures being carried from them to two places, first on the pay-roll Forms 6-7-8, then each item of time posted to the Gathering Sheet or Individual Job Cost Sheet Form 11.

Form 11. The Individual Job Cost Sheet should be of the greatest benefit to any office, large or small. Its record is taken from Forms 1-2-3 and gives the entire time expended by the different employes on the individual job. It also gives opportunity to separate the different operations so that you are able to ascertain the time and cost taken for any part of the work. On this sheet there is space for the Summary of cost and a distribution of the billing. This sheet we recommend to be kept in a loose leaf binder. Numbering the sheets in advance, originates the job number and gives an excellent register. The greatest advantage to have them in loose leaf form is to keep them in the binder until billed and charged, then file in a transfer binder or file away in the job ticket envelope. You will then have left in the binder only sheets of the uncompleted jobs and a full inventory of the work in progress. How handy for every day reference, at inventory time and in case of fire.

The Forms 1-2-3 should be carefully watched by the foreman of the department to see that the employe correctly records his labors for the day. Some improvement can be made by having a ticket for each job and using a time stamp to register the starting and finishing time.

PAMPHLET BINDERY

WORKMAN'S DAILY TIME TICKET

Workman's Name and No. _____ Rate_____

For _____

Job No. _____

ENTER ALL WORK DONE BY NUMBER. (See Over)

Work Done	Sig. or Page	Quantity	Time Started		Time Left Off		For Office Use: Time		For Office Use: Charged	
TOTALS..										

Time Stamp	Time Stamp
Started	Finished

Take Separate Ticket for Overtime and have Foreman Stamp "Overtime" across Face. Also a separate ticket for each job handled.

Using tickets of this sort it should be the rule to not give out a new time ticket until the former one has been turned in and stamped by the time stamp. You can readily understand how impossible it would be for any employe to go back and revise his time on any job that he has dropped or finished. Not all employees need this careful watching

FORM 9. BEN FRANKLIN CLUB SYSTEM.

STATEMENT OF COSTS

For Month of_____190

		OFFICE OR GENERAL	HAND COMP.	MACHINE COMP.	CYLINDER	JOBBERS	BINDERY	Stock Handling, Storage, Shipping
2206 22	Pay-roll	6 7 4 30	6 4 4 13	7 7 99	3 0 5 83	2 6 7 60	2 1 3 19	2 3 18
149 20	Rent and Heat (divided according to floor space)	8 23	3 3 66	3 73	4 0 14	1 2 09	3 6 13	1 5 28
60 51	Power and Light (divided according to horse-power and candle-power)	1 46	1 42	4 81	3 8 60	9 47	4 75	0
68 92	Insurance and Taxes (divided according to value)	3 61	1 4 35	1 3 55	2 4 53	4 90	3 97	4 01
51 68	Department Direct Expenses		3 86	1 35	1 0 87	6 10	1 5 78	1 3 72
5 26	Machine Metal Waste ($\frac{1}{2}$ of 10% on value of all metal on hand)			5 26				
20 00	Inks (Job presses only)					2 0 00		
18 75	Rollers				1 2 50	6 25		
12 00	Repairs			2 50	50	3 25	5 75	
17 50	Spoiled Work (reproduced account of shop errors)	1 7 50						
42 50	Stationery and Postage	4 2 50						
25 00	Advertising	2 5 00						
26 50	Cartage and Car Fare	2 6 50						
83 70	Interest ($\frac{1}{2}$ of 6% per annum divided according to value)	5 14	1 9 41	1 8 50	2 5 60	6 51	7 52	1 02
	Interest and Discount							
134 25	Depreciation (divided according to value 10% annually)	8 57	3 2 35	2 5 58	4 2 67	1 0 85	1 2 53	1 70
12 00	Bad Debts ($\frac{1}{2}$ of $\frac{1}{4}$ of one per cent of total sales)	1 2 00						
279 77	General Expense (all items not included in above)	2 7 9 77						
3213 76								
		1 1 0 4 58						
	COST OF DEPARTMENTS		7 4 9 12	1 5 3 27	5 0 1 24	3 4 7 02	2 9 9 62	5 8 91
	Distribution of General Expense (pro-rated on basis of pay-roll)		4 7 1 58	5 7 09	2 2 3 91	1 9 5 92	1 5 6 08	
	Total Cost of Departments		1 2 2 0 70	2 1 0 36	7 2 5 15	5 4 2 94	4 5 5 70	
	Chargeable Hours of each Department		1 1 5 4	1 2 5	5 4 9	8 4 5		1 5 3 9 46
	Net Cost per hour		1 06	1 68	1 32	64		
	Total Number of Impressions				4 4 6 6 30	6 5 7 1 04		

but some do, at any rate it gives more accurate the time spent on the job.

On Forms 1-2-3 we suggest that numbers be used for the kind of work done. On the back of these blanks we have given some suggestions for terms and numbers to be used. These terms of course can be changed to suit the conditions of the shop in which they are to be used and the class of work done.

Referring to the back of Form 2, Pressroom Daily Time Record, you will note that the chargeable time items have been separated from the Delay Time. If the Delay Time is tabulated it will be of great aid in remedying the evils that creep into a pressroom. Although the delays should be investigated each day, the amount is small as compared with a period of a week or month and does not appeal to the one causing the delay as much in the first case as does the larger amount.

On the back of Form 3, the Bindery Time Record we have separated the Hand Work and the Machine Bindery work, as also we have done on Form 11. The reason for doing this is that the time can be kept separate on Form 11 and a higher rate figured for the machine work to cover the depreciation and interest on the investment of the machines.

Wherever it is possible we would suggest that departments be made of the different machines in the bindery, such as stitchers, folders, stamping presses and sewing machines. Keep records of these the same as you would of the presses. In this way you can get accurately the cost per hour to operate the machines as well as the cost per 1,000. If you do this you will have to add as many columns to Form 9 as you make departments and divide the Pay-Roll blanks into as many departments and also Form 4, the Summary Blank.

How satisfied the proprietor, the manager and the estimator would be to have each day, week, month and year the correct reports from every machine and workman in his employ, showing the production and cost, and the cost, not guess work, but actual. We have now given a hasty review of the different forms and followed them through to give an idea of their use. We will now again refer to Form 9, "Statement of Costs," taking the second item.

Rent and Heat—This item should be divided according to floor space used by the different departments.

Power and Light—The next item should be divided according to the power used. Any electrician can in a very short time give you the correct division, or you can do it based on motors, gas jets and electric lamps.

Insurance and Taxes—Should be divided according to the value as listed on your inventory. If you have no inventory, it should be taken at once as you will need the figures later on, when figuring interest on investment and depreciation.

BEN FRANKLIN CLUB COST SYSTEM—FORM 1.

COMPOSITOR'S DAILY TIME RECORD

EMPLOYE_____ CLOCK NO._____ DATE_____ 190____

"KIND OF WORK" COLUMN MUST BE FILLED IN, USING NUMBERS LISTED ON BACK OF SHEET. TAKE SEPARATE TICKET FOR OVERTIME AND HAVE TICKET STAMPED "OVERTIME" BY FOREMAN

JOB NUMBER	FOR WHOM	PAGE WORKED ON IF MACHINE GIVE SIZE TYPE	KIND OF WORK	IF MACHINE GIVE AMT. SET	TIME COMMENCED	TIME LEFT OFF	FOR OFFICE USE ONLY	
							CHARGEABLE HOURS	NON-CHARGEABLE HOURS

BEN FRANKLIN CLUB COST SYSTEM—FORM 2.

PRESSROOM DAILY TIME RECORD

PRESS NO._____ DATE_____ 190____

"KIND OF WORK" COLUMN MUST BE FILLED IN, USING NUMBERS LISTED ON BACK OF SHEET. TAKE SEPARATE TICKET FOR OVERTIME AND HAVE TICKET STAMPED "OVERTIME" BY FOREMAN

JOB NUMBER	FOR WHOM	PRESSMAN	CLOCK NO.	FEEDER	CLOCK NO.	IMPRESSIONS	AMT. INK USED LBS.	PAGES, SIGNATURE OR COLOR	KIND OF WORK	TIME COMMENCED	TIME LEFT OFF	FOR OFFICE USE ONLY	
												CHARGEABLE HOURS	NON-CHARGEABLE HOURS

BEN FRANKLIN CLUB COST SYSTEM—FORM 3.

BINDERY DAILY TIME TICKET

EMPLOYE_____ CLOCK NO._____ DATE_____ 190____

"KIND OF WORK" COLUMN MUST BE FILLED IN, USING NUMBERS LISTED ON BACK OF SHEET. TAKE SEPARATE TICKET FOR OVERTIME AND HAVE TICKET STAMPED "OVERTIME" BY FOREMAN

JOB NUMBER	FOR WHOM	PAGES OR SIGNATURE	KIND OF WORK	QUANTITY	PIECE WORK		TIME COMMENCED	TIME LEFT OFF	FOR OFFICE USE ONLY	
					RATE	AMOUNT			CHARGEABLE HOURS	NON-CHARGEABLE HOURS

Operations and Numbers Used

These are Printed on the Backs of the Daily Time Tickets

Form 1

COMPOSING ROOM

1 Hand Composition
2 Galley Corrections
3 Page Corrections
4 Makeup
5 Alterations
6 Patching
7 Monotype Composition
8 Monotype Casting
9 Monotype Alterations
10 Linotype Composition
11 Linotype Corrections
12 Linotype Alterations
13 Proof Reading
14 Copy Holding
15 Revising
16 Lockup
17 Type Proving
18 Plate Proving
19 Distribution

Form 2

PRESS ROOM

29 Washup acct. Customer
30 Registering Forms
31 Make Ready
32 Running Time
33 Press Changes
34 Holding Press Customer's Order
35 Holding Press Customer's Proof
36 Slip Sheeting
37 Jogging
.....
.....

DELAY TIME

38 General Wash Up
39 Faulty Composition or Plates
40 Faulty Makeup or Imposition
41 Repairing Plates
42 Wrong Plates
43 Waiting for Form
44 Waiting for Ink
45 Waiting for Stock
46 Waiting for O. K.
47 Waiting for Feeder
48 Rollers Run Down
49 Repairing Press
50 Repairing Automatics
51 Repairing Bronzer
52 Changing Rollers
53 Changing Ink
54 Loading Automatics
55 Laying Plates Wrong
.....
.....

If slow running time give reason here

.....
.....
.....
.....

Form 3

BINDERY

60 Ruling
61 Forwarding
62 Indexing
63 Canvas Covering
64 Finishing
65 Embossing
66 Cutting Stock
67 Trimming

MACHINE WORK

68 Folding
69 Stitching
70 Sewing
71 Smashing
72 Patent Back
73 Perforating
74 Eyeletting
75 Punching
76 Numbering
77 Round Cornering

HAND WORK

78 Folding
79 Gathering
80 Covering
81 Sewing
82 Patent Back
83 Padding
84 Stripping
85 Feeding Ruler
86 Inserting
87 Silk Stitching
88 Cleaning
89 Stamping
90 Tabbing
91 Tipping
92 Waste Sheets
93 Taking Apart
94 Gumming
95 Counting
96 Interleaving
97 Laying on Gold
98 Wrapping and Tying
99 Jogging
100 Machine Helper
101 Stringing
102 Reinforcing
103 Errands
104 Tissueing

Form 6

BEN FRANKLIN CLUB COST SYSTEM

COMPOSING ROOM PAY ROLL

HAND COMPOSITION

PRODUCTIVE LABOR

WEEK ENDING _____ **190**

CLOCK NO.	NAME	MONDAY		TUESDAY		WEDN'DAY		THURSDAY		FRIDAY		SATURDAY		TOTAL TIME	RATE	AMOUNT	SIGNATURE
		CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE				
	TOTALS																

Form 7

BEN FRANKLIN CLUB COST SYSTEM

PRESS ROOM PAY ROLL

CYLINDER PRESSES

WEEK ENDING _____ 190

CLOCK NO.	NAME	MON.	TUE.	WED.	THU.	FRI.	SAT.	TOTAL TIME	RATE	AMOUNT	SIGNATURE
	Totals										

JOBBERS

Form 8

BEN FRANKLIN CLUB COST SYSTEM

BINDERY PAY ROLL

WEEK ENDING _____ 190

CLOCK NO.	NAME	MONDAY		TUESDAY		WEDN'DAY		THURSDAY		FRIDAY		SATURDAY		TOTAL TIME	RATE	AMOUNT	SIGNATURE
		CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE	CHARGE	NON CHARGE				

BEN FRANKLIN CLUB COST SYSTEM

SUMMARY RECORD OF CHARGEABLE AND NON-CHARGEABLE HOURS FOR MONTH OF _____ 190___

AMOUNTS ENTERED HEREON ARE TOTALS TO BE TAKEN FROM PAYROLL SHEET AND ENTERED DAILY.

DAY OF MONTH	MACHINE COMP.		HAND COMPOSITION		CUTTERS & TRIMMERS		FORWARDERS		FINISHERS		RULER		BINDERY GIRLS					
	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable
1																		
2																		
3																		
4																		
5																		
6																		
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25																		
26																		
27																		
28																		
29																		
30																		
31																		
TOTAL																		

FORM 5. BEN FRANKLIN CLUB COST SYSTEM.

Press Record for Month of _____ 190

Day of Month	PRESS No.					PRESS No.				
	Number Impressions	Make-Ready	Running Time	Idle Time	Total Time	Number Impressions	Make-Ready	Running Time	Idle Time	Total Time
1										
2										
3										
4										
5										
6										
7 and up to 31										

Department Direct Expense—Opposite this go all direct expenses to the departments, such as rags and benzine to the pressrooms, glue to the bindery, etc. It is the idea to have each department stand its own expenses and to have nothing charged to general or over head except what cannot be charged direct.

Metal Waste is based on actual experience, being ten per cent of value of all metal on hand is only charged in the column under Machine Composition. If you should have both Linotypes and Monotypes it would be best to have a column for each department or kind of machine.

Under the item of **Inks** you would enter only those that go on job presses as it is impossible to charge each job with the ink it uses as you can and should do with cylinder press work. Inks for the Cylinder Presses should be a merchandise item the same as paper, each job should be charged with the amount used.

Rollers are divided under two headings, "Cylinder" and "Jobber" unless you have special presses such as the Harris, etc., then these should have a separate column.

Repairs should be charged under the department in which they occur. If a desk in the office is repaired the cost should be entered in the first column, if a job press is repaired it should go under the head of "Jobbers."

Spoiled Work must be charged to the department causing the spoilage. If caused by a clerical error the item goes in the first column, but if caused in some department it should be charged to that individual department.

Stationery, Postage, Advertising, Cartage go in the first column only, unless caused or used by a department, they being general expenses. The item of **Interest** is one entirely overlooked by most printers but should be an element of cost. It is reasonable to suppose that you would not deposit a sum of money with an employer without a thought of receiving in return a fair rate of interest just to have employment—therefore you should not invest monies in machinery for the sole purpose of having a place to work and get a fair wage. The money invested in the equipment is worth on the market 6 per cent and therefore it is fair and should be added to the cost.

Interest and Discount are two items that enter into cost by being expenses. Under this head go deductions made by customers, rebates, etc., and interest paid on Bills Payable.

Depreciation, entirely forgotten while the plant is new but how often thought of after all your energies of middle age are expended and your plant is ready for the junk pile. An item figured by so few printers and seldom added to the cost. Who should pay for the wear and tear of your equipment? The customer of course. Why? Because in getting out his work you wore out the machinery. Figure depreciation, add it to the cost, put it into the charge and you will be able to keep abreast of the times with modern equipment and be able to execute as good and as fast as any competitor.

Bad Debts—This item occurs in any business and some claim more so with the printer. We have here given the percentage (¼ of 1 per cent of annual sales) that is figured by large audit companies on the general run of business, and none too high for the printing trade.

General Expense—A miscellaneous head under which go all items of expense for which there are no headings but which do occur. Under this head would go such items as telephone rental, donations, club dues, and the many odd expenses incurred by any firm doing business.

The blank being made for a report of a month's business it will be necessary, where items such as taxes, etc., occur but once a year to enter only a twelfth of the yearly amount.

We total up the several columns and secure the monies directly expended to each department. Now you have the first item of "Office or General" expenses to be divided over the different departments. The most equitable manner is prorated on the pay-roll basis. The hours produced and chargeable to your customer being the sole production of your plant it is right and proper to distribute the general expenses over these hours on the basis of the wages paid the employe. You therefore find what the percentage of the entire mechanical pay-roll is to the total of the "Office or General" column and to each department add its percentage or share of the General Expenses by figuring the percentage on the pay-roll of that department. For example: If the office or general total amount is 80 per cent of the entire pay-roll, to find what share the composing room would stand, you would add to the department 80 per cent of the pay-roll in that department. These amounts when figured on each pay-roll are then entered in the several columns on the line opposite the item Distribution of General Expense. On the next line you will then have the total cost of each department.

The amounts that go on the next line are taken from the totals on Forms 4 and 5, being the summary blanks of your entire plant. These footings being chargeable hours, and by this we mean hours that you have charged to your customer, it is then only necessary to divide the money cost of the department by the hours sold and you have the cost of each hour, or the absolute basis for your estimates.

In the bindery, on account of the great variety of wages paid, the average cost per hour is of little value unless kept in department according to the different operations. But with the assistance of Forms 8 and 9 you can ascertain the exact cost of the hours produced by any of the employees.

BEN FRANKLIN CLUB COST SYSTEM

Form No. 11.

COMPOSITION

Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time

HAND BINDING

Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time

MACHINE BINDING

Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time	Date	Emp. No.	Kind of Work	Time

PRESSWORK

Date	Press No.	Kind of Work	Time	Impressions	Date	Press No.	Kind of Work	Time	Impressions	Date	Press No.	Kind of Work	Time	Impressions

OFFICE RECORD

Date..... Job No.....

Name.....

Address.....

Quantity..... Size.....

Description.....

Order No..... Req. No.....

SUMMARY	Cost		Billed	
Stock				
Hand Comp.				
Hand Alt.				
Machine Comp.				
Machine Alt.				
Presswork, Gordon				
Presswork, Cylinder				
Inks				
Binding				
Plates				
Miscellaneous				
Total				

Bill as follows. Date ..... Ledger.....

DELIVERIES

Date	Quantity	Date	Quantity	Date	Quantity

To do this you would first take the actual wages per hour you pay the employe and add to this the percentage that you find between the chargeable and non-chargeable time on Form 8. This gives you the wage cost of hours produced. To this wage cost is added the percentage of the entire overhead which includes the department overhead and the share of the office or general overhead. In other words, subtract the pay-roll of the department from the **total** cost of the department and find what percentage this amount is to the pay-roll, which is the percentage to add to the wage cost.

BEN FRANKLIN BASE BALL LEAGUE

DURING the past month there has been a number of games played between the various teams in the Ben Franklin Baseball League, and some of them have been well attended, others have not been attended at all, because they have been played in out of the way places.

These games have been the means of many altercations and disputes between the members of the league and different members of the organization and the action of the different managers in departing from the original by-laws as drafted has been severely criticised by those within, as well as those without the organization.

We think it is time that the management of the different printing houses represented in the Ben Franklin League get together and decide what is best for their respective teams to do in the matter of playing these games.

The original proposition was to get up a friendly organization, one which would serve as an advertisement of the Club and at the same time as good, healthy sport for the participants. The result has been far from this. Probably they have had the exercise—but as far as advertising is concerned, it has been absolutely a failure.

While, up to date, the majority of the games have been played in Washington Park, there has been no regular attendance or no assurance that there would be a game at Washington Park between any of the league teams, and a great many members and employers of the various shops, have found it necessary to inquire where the game was going to be played, and finding it was on the west side, made other arrangements to spend their afternoon off.

During the past two weeks two games were played in the small city park, at the corner of West Chicago Avenue and Noble Street. The conditions there are simply frightful. The boys, in the first place, are compelled to play on a bed of cinders, newly deposited, without ever having a bit of turf or sand mixed with them or water; there are no base lines or any provision made for playing a game of baseball. The surrounding conditions and environments of the park are such that the witnesses of the game are subjected to all kinds of indecent language and the outbursts of enthusiasm, and are generally emphasized and punctuated by the most violent epithets possible, without any regard to the players to whom they are directed. This would be very well for a league or some organization that is used to this sort of thing, but for men who are striving to secure some pleasure from playing baseball it is far from being desirable.

It is impossible in these columns to recount or give any idea of the liberties the spectators have taken during the different parts of the game.

It seems that the membership of the league are practically divided as to where the game shall be played, three of them standing for Washington Park, where ample provision has been made for taking care of all the amateur clubs in the city, and three of them standing for a west side park on public grounds.

At the last meeting of the league this matter was taken up and a compromise was effected by agreeing to play the remaining games for the three teams who were opposed to Washington Park in public parks or squares on the west side. The first of these games was played on June 20th. This is the game which is described above. Last week the second game was played on the same ground, and it seems that the experience of the first was reproduced there with a little more vehemence and perhaps a little worse attendance—that is, worse in character and quality. The last team are louder in their protest against the treatment they received than the first team, yet they are one of the dissenting teams who object to playing in a park which is properly policed and in which there are always a number of ladies and gentlemen present to cheer good plays without partiality.

* * * * *

The University Press of Chicago have a team in the league, and are taking a great deal of interest and displaying a large amount of enthusiasm in the work of their boys. We think this is as it should be. This is evidenced by a little publication which they issue each week, entitled "Day Dreams." It gives us much pleasure to quote from some of the current numbers of this, also to give complete scores of some of the games between their opponents. In other shops we find that the detailed scores are posted throughout the week and comments made on the various plays. All of this tends toward the betterment of the sport and also to keeping alive interest in the games between these different houses. This is the means for which this league was organized, and we think it should be encouraged by all members of the Ben Franklin Club, as well as by the boys of the firms who have teams in the league. Let's get together and have a little talk. See if we cannot arrange in some manner whereby the boys can have better conditions to play under, whereby the games can be given a little more full attendance and more enthusiasm aroused over the efforts of the players to give the Ben Franklin Baseball League a place among the highest of the amateur organizations of this city. There is certainly a good opportunity to accomplish this at our regular monthly meeting, which takes place Tuesday, July 7th, at the club rooms, and we trust that something will be done at this meeting which will make it possible for all of the games in the future to be played at Washington Park, for we are quite sure they will be well attended and sufficient interest shown in them to cause all interested to feel that a move has been taken in the right direction.

* * * * *

The action of Mr. W. J. Hartman, when he suggested the hiring of professional umpires for the use of the different teams in deciding the games between the different members of the Ben Franklin League, was certainly a very public-spirited move and shows the thoughtfullness of Mr. Hartman in all things pertaining to the Ben Franklin Club. Since this has been done there has been but little dissatisfaction and each game has been handled by the umpire, furnished by Spaulding & Company, and has been settled without protest and with very satisfactory feelings between the defeated as well as the victorious team. There is possibly one or two exceptions to this rule, but judging from what we hear from the participants themselves, the question of umpiring has been satisfactorily adjusted and now remains for us to settle the question of playing the games in the proper place and we will have an ideal organization.

The finances of the league has been more than sufficient, and we believe that this ought to be a very good season, and we trust but one of many which are to follow, for if the ideals of the organizers of the Ben Franklin League are carried out, it will be but the first of a series of seasons, and we trust it will be possible to perpetuate this organization so that it can be carried on from year to year, and the teams that are now playing in the league will be reinforced and strengthened and other teams will be listed. There is no reason why we could not

handle twelve teams just as well as we can six, and the more that become interested in the league the more enthusiasm will be aroused. We trust that other members or other employers who have teams in the league and who are interested, will rise to the occasion as Mr. Hartman did and use their personal influence toward bettering conditions outlined in this article.

League Notes

CONTRIBUTIONS GRATEFULLY ACCEPTED.

There has been a bad slump in the batting and fielding of the Rogers organization, and it seems it will be necessary for a radical reorganization, and we have no doubt they will come in time, but they need considerable boosting up.

Our respected treasurer, I. D. Iverson, returned from a little two weeks' jaunt in Indiana, where we understand he caught a twenty-pound bass and had some bass steak for dinner. This statement is looked upon with suspicion by some of our players.

Binner-Wells & Co. have got a team which is not to be despised, and we can assure any team manager who holds them as an easy proposition that he will go away from the field feeling very much surprised and chagrined, for it will probably cost him the game.

There has been a remarkable change in some of the tail-end teams' work, and the game played by the C. H. Morgan Co. to-day entitles them to the victories they have won. We are glad to see this change of pace and trust that their ill luck has now forsaken them.

The kaleidoscopic changes which are now taking place in the percentage table are very interesting, and it is a safe proposition to say that those who are out in the front to-day will be overhauled by some of the teams which seem to be hopelessly in the rear, and it is these changes which make baseball interesting. We have the very best wishes for all of our contesting teams, and trust that each one of them will have the pleasure of finishing in the first division—a la Comiskey.

It is pretty near time to agitate a Ben Franklin Team, that is, take the best players from each team and get up a team which will be able to beat any team in the commercial league to represent our league. This would be a good proposition for the officers of the league to get together on and hold a popular election, and it might not be a bad plan to start it early in the season in order to afford a little opportunity for practice after some of the games are played at Washington Park. Why not take this question up at our next meeting?

In order to make these columns more interesting, we invite every participant in the game, who sees something funny or laughable or instructive take place in his game, to prepare a rough article and send it to the editor of this column, who will take great pleasure in incorporating this in his next contribution. It is impossible for one man to see all the different games and it is also impossible for him to see the different happenings that occur in these games. We should like to hear from different members of the Ben Franklin League who are witnesses to the game, whether members of the league or not. We assure them that all articles received will be carefully considered.

The absence of Mr. Meigs from Rogers & Company's line-up was very noticeable last Saturday, as the influence he has over the men is well known by all the teams who have met him, and we trust that hereafter it will be possible for him to participate in all games of the league. We did not ask him where he went.

There are several good sportsmen in our games who take an interest in the game and keep things going at a lively pace, and there are also a great many genial smiles and, we are sorry to say, there seems to be a great deal of what we might call rowdyism displayed. This is entirely unnecessary and does not help to improve the personal of the teams participating in the game. We think if they could see our good friend Kerwin, of Morgan, and Theibault and men of their type, enjoying every game they play and stirring up their players by their genial smiles, they would do well to follow this excellent example.

The following story is told on Mr. M. C. Meigs, the small-sized first baseman who plays with the Rogers & Company team, and seems to fit. If not true, of course, we apologize. It seems that Mr. Meigs was strolling through the park the other day and was very much interested in a little bunch of the tough boys of that locality who were about to play a game of ball. They had selected three or four good sized brick-bats

for the bases and one of the young men, who appeared to be a leader, was arranging things to suit himself. A little red-headed fellow run up and said, "Say, Mugsey, I'se gwine to pitch this game." "Aw, g'wan, I'm going to pitch it myself, what's the matter with you'se, anyhow? You can't pitch." The latter speaker, who was the leader, approached Mr. Meigs and in a very dignified tone of voice said, "Say, kid, want to umpire de game?" We did not hear what Mr. Meigs said because there seemed to be something calling him about that time at the other end of the field, neither did we hear how the game came out. For further information, call on him.

The Binner-Wells Company baseball team defeated Faithorn Printing Company Saturday, June 20th, in a well fought game by the score of 8 to 7.

Fielding honors went to McDermot, of the Faithorn team, and C. Mickleson, of Binner-Wells Company team. Mickleson's hand was split in the first inning while catching. He then was put in at short and accepted nine out of ten chances.

The batting of Moss and Halbert was the feature of the game,

Halbert winning the game with a home run drive in the ninth inning.

The score by innings:

Binner-Wells Co.	0	0	1	1	0	1	0	2	3—8
Faithorn	2	2	1	1	0	1	0	0	0—7

Standing of the Clubs

	WON	LOST	P. C.
W. J. Hartman Co.	7	2	.778
Rogers & Company	5	4	.556
Faithorn Co.	4	4	.500
University Press	4	4	.500
Binner-Wells Co.	3	5	.375
C. H. Morgan Co.	2	6	.250

Saturday, June 27th, Scores:

Hartman's *vs.* Binner-Wells.
17 2

University Press *vs.* Rogers & Company.
17 5

C. H. Morgan Co. *vs.* Faithorn Co.
11 10

"THAT HARTMAN GAME"

June 20, 1908.

Players	R.	H.	P.O.	A.	E.	Players	R.	H.	P.O.	A.	E.
Soukop, 3b	2	1	1	0	0	F. LeFils, ss	2	2	0	1	4
O'Day, ss	2	2	2	3	0	Krause, cf	0	0	0	0	0
Jindra, 1b	2	2	11	0	1	E. Feller, lf	1	1	2	0	0
Kelley, cf	1	3	2	0	0	F. Feller, c	1	0	13	1	0
Pfau, 2b	0	1	4	0	0	J. Feller, 1b	0	1	4	0	0
Burt, lf	1	0	0	0	1	G. LeFils, p	0	0	0	13	0
Slawson, c	1	1	7	1	0	Miller, 2d	0	1	4	4	0
Thiebault, rf	1	2	0	0	0	Walsh, 3d	1	2	0	2	2
Weigle, p	1	1	0	8	0	Stephens, rf	1	1	1	0	1
Totals,	11	13	27	12	2	Totals,	6	8	24*	21	7

Professors.	0	0	0	1	4	0	1	0	0—	6
Hartman Co	2	0	5	0	0	2	1	1	*—	11

Umpire—McEvoy. Time of game—2:15. Weather—Sultry. Attendance—slim and tall. Temperature—about 110 degrees.

*PLAYING BALL

The *game* of life we strive to play,
And take such *chances* as we may,
But oft it makes us pretty solemn
To sigh along our error column.

This game has such unexpected *twists*,
By which we fail to get *assists*,
And if we dare to pause in doubt
We're pretty sure to be called *out*.

Sometimes it seems to be worth while
To *mask* our sorrow with a smile,
And take a *bat* at that device
Opie Dill calls a sacrifice.

But when by chance a kindly fate
Sends one to us right over the *plate*,
Good luck's most often on the hike—
We miss the *ball* and make a *strike*.

We try to hit too fast a pace
And knock the cover out of place,
Consecutive singles being better style
Than once a year hit the ball a mile.

*"From Day Dreams."

THE BEN FRANKLIN CLUB

ITS POWER FOR GOOD IN THE TRADE.

I WANT to present to you a thought which, while possibly it is not new, I believe it worth your while to consider.

It is this. We have started something.

In the organization of the Ben Franklin Club we have put in motion a great force which is gathering impetus every day and will continue to increase in power until it becomes irresistible.

And I believe that few of us today REALIZE *the* STRENGTH *and* POWER OF OUR CLUB AT THIS TIME.

We have "started something."

I believe that most of us can call to mind an instance of our younger days something like this.

That little cuss, Jimmy Brown, that lived on the other side of the "tracks," needed a licking, and we were satisfied we were the one to give it to him, and at the opportune time we took on the job, and we licked him all right, and kept licking him; but he wouldn't stay licked, and after a time we realized we had started something.

Now, with this organization, we have started something, and it only remains for us to keep its course properly directed, and we are going to accomplish great results, for our trade generally, and ourselves individually.

Our organization, through its officers and committees, has started something, and we are bound to get results.

Our credit committee has started to compile a credit system which is going to be a very valuable asset of the club, and it is growing and getting better every day, and is going to continue to grow better and you can't stop it if you want to.

Our trade committee is going to correct a great many trade abuses, and you can't head them off.

Our publication committee has started out to get the best trade paper in our line in the country, and you can mark my words, they are going to get it; perhaps not at once or in six months, but they will get it, you may rest assured.

So, with our membership committee. They will never be satisfied until every printer in this city has become enrolled as a member.

And our legislative committee is destined to accomplish a great deal of good.

As to the cost committee, of which I am glad to say I am a member, at the present time they are going to find what the average cost per hour is for hand and machine composition, cylinder press and job press work, bindery work, and for all other departments of our craft.

There *is* a cost price and it only remains to find what it is, and find it they will sooner or later. If not in the term of the present committee, then in that of the next or the one after that. You can't stop the work.

(I am glad to state that I am of opinion that these cost figures will be found in the near future.)

And when these figures are determined we will all know them. There will be no secrecy in the matter of costs. Each one of us will know within 2 or 3% of what it costs to do business.

The man who says, "These figures don't apply to my shop. I can produce this stuff 10, 20, 30 or 40% cheaper," is fooling no one but himself. And if he sells his product on the basis of his supposed cheaper cost, he alone is the loser.

While there will always be some slight difference in the

methods or systems used, I am of opinion that through the efforts of the club, eventually a large majority of the trade will be working along uniform lines in the matter of figuring costs. And the cost of production in the different departments of our plants will be well established and universally recognized by the trade.

Again, I say, we have started something, and let us begin to realize at once the power we already have and apply it where it will do the most good, and apply it now. We do not need to wait to gain more power and strength. We are a power for good in our trade right now.

J. A. MORGAN.

The battle was going against him. The commander-in chief, himself ruler of the South American republic, sent an aide to the rear, ordering General Blanco to bring up his regiment at once. Ten minutes passed; but it didn't come. Twenty, thirty, an hour—still no regiment. The aide came tearing back hatless, breathless.

"My regiment! My regiment! Where is it? Where is it?" shrieked the commander.

"General," answered the excited aide, "Blanco started it all right, but there are a couple of drunken Americans down the road and they won't let it go by."

A TRUE PESSIMIST.

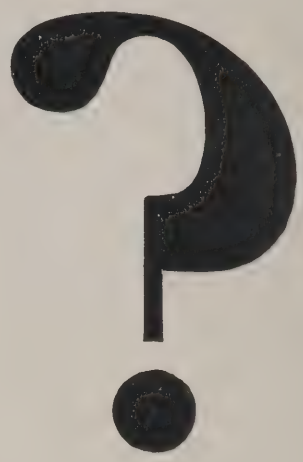
An aged Jersey farmer, visiting a circus for the first time, stood before the dromedary's cage, eyes popping and mouth agape at the strange beast within. The circus proper began and the crowds left for the main show, but still the old man stood before the cage in stunned silence, appraising every detail of the misshapen legs, the cloven hoofs, the pendulous upper lip, and the curiously mounded back of the sleepy-eyed beast. Fifteen minutes passed. Then the farmer turned away and spat disgustedly.

"Hell, there *ain't* no such animal!"

Do you belong to the P. C. Club? If so, put in a system to ascertain your cost of product on.

To cut or not to cut. That is the question
Whether it is not better in the end
To let the chap who knows not the worth
Have the business at cut-throat prices or
To take up arms against his competition,
And by opposing cut for cut, end it.
To cut—and by cutting put the other cutter
Out of business—'tis a consummation
Devoutly to be wished To cut—to slash—
Perchance myself to get it in the neck
Aye—there's the rub; for when one starts to meet
The other fellow's prices, 'tis like as not
He's up against it good and hard
To cut and to slash is not to end the confusion
And the many evils the trade is pestered with
Nay, nay Pauline; 'tis but the forerunner
Of debt and mortgage such a course portends.
'Tis well to get the price the goods are worth
And not be bluffed into selling them for what
So-and-so will sell his goods for.
Price cutting doth appear unseemly
And fit only for the man who knows not
What his goods are worth, and who, ere long
By stress of making vain comparison
'Twixt bank account and liabilities,
Will make his exit from the business.

EXCHANGE and FOR SALE



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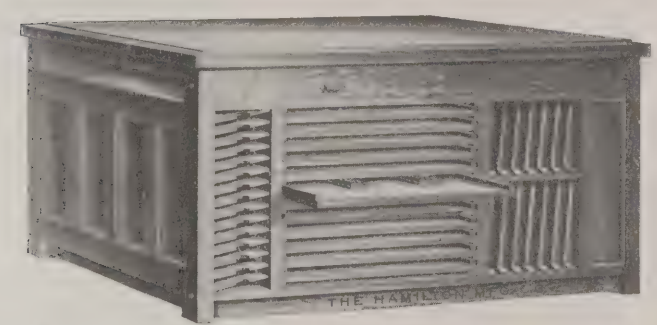
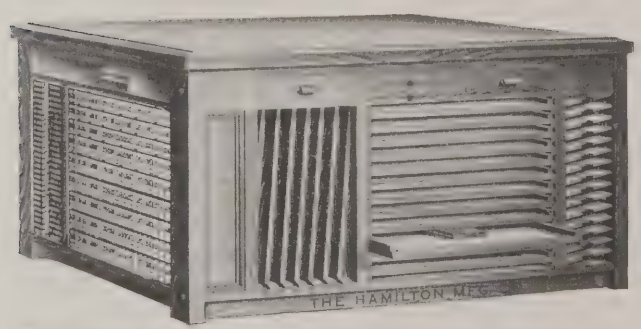


METROPOLITAN FRAME—Showing one face and panelled end



METROPOLITAN FRAME—Showing one face and Furniture in end

WHEN IT'S NEW, IT'S HAMILTON'S

THE METROPOLITAN IMPOSING STONE FRAME (WITH DUSTLESS BOTTOM)

Fitted with Letter Boards, Galley Racks, Chase Racks, Reglet and Furniture Racks, Drawers for Metal Furniture, Etc.

There is a constant demand for special Imposing Frames, not only special in size, but special in arrangement of material.

The Metropolitan Frame takes a stone 48 x 72 inches, a size found very convenient in large city offices.

The Furniture and Reglets are placed in one end, and takes up very little space, leaving nearly all of both sides available for other equipment.

The ends are open, providing shelves or pigeon-holes for planers or other tools. The base runs to the floor, thus preventing dust or refuse from accumulating underneath, and is set back several inches, providing toe room for the workman. The corners of this recessed foot-rail are rounded, which will allow all refuse to be easily swept away, with no corners to dig out.

EQUIPMENT

LETTER BOARDS. There are 24 Letter Boards, arranged in two tiers, 12 boards in each tier, size inside 23¼ x 30½ inches, one ties on each side of the Frame. Letter Boards supported on heavy steel runs.

DRAWERS. Under the coffin there are four drawers, all of which run through the Frame and can be drawn from either side. Two large drawers 3 inches deep and 14 x 18¾ inches inside; two shallow drawers 1 inch deep for metal furniture, 14 x 48¾ inches inside.

CHASE RACKS. On one side a series of six Chase Racks, with vertical clearance 25¾ inches; measurement from front to back 32⅛ inches. On the other side two series of six Chase Racks, measuring vertically 14 and 11 inches, both series measuring 17½ inches from front to back. All Chase Racks are metal-lined on the bottom.

GALLEY RACKS. Two tiers of Galley Racks, one tier on each side of the Frame, each tier having fourteen shelves for double column Galleys.

FURNITURE. A total of 206 yards selected oil soaked hardwood Furniture in various widths and lengths, comprising 1,155 pieces.

REGLET. An assortment of nonpareil and pica Reglet, cut on the point system, smooth and perfect. A total of 280 yards, comprising 2,016 pieces.

DIMENSIONS AND WEIGHT

Height from floor to top of stone, 38 inches. Size of Stone, 48 x 72 inches. Frame occupies floor space 50¼ x 74½ inches. Weight, compelte, with stone and full equipment of Reglet and Furniture, 2,250 lbs.

Weight, complete, without the Stone, 1,160 lbs.

List Price, complete with Stone **$195.00**

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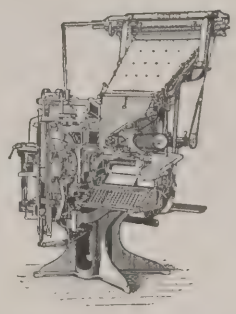

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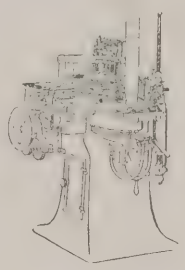

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Korean Bamboo Bark and Basket	3.75	" "
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To obtain the most artistic "halftone printings" at a moderate cost for paper, use

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BUTLER BRANDS PAPER THE BEST

Vol. V July and August, 1908 No. 6

Ben Franklin Monthly

BFC

A JOURNAL FOR THE EMPLOYING PRINTER

PUBLISHED BY BEN FRANKLIN CLUB

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and have continually since this paper was started —— because we believe in the work of The Ben Franklin Club, whose interest is ours, as

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Ben Franklin Monthly

DEVOTED TO INTERESTS OF EMPLOYING PRINTERS

VOL. IV. CHICAGO, JULY AND AUGUST, 1908 No. 6

Cooperation, in a spirit of mutual confidence, will make missionary work a power—through which we can secure Chicago printing for Chicago printers

Our July Meeting

TOO MANY printers busying spending their money in taking vacations and too many staying at their offices to make out the monthly statements on account of the necessity for vacation money, caused the attendance at the regular monthly meeting, held at the Chicago Advertisers' Association Club Rooms, July 2, to fall below normal. However, it was great from the standpoint of quality, and the program should have been heard by every printer in the city. The principal feature of the evening, a talk on Credits by F. Y. Norris, of the J. W. Butler Paper Co., was of special interest to those present, and the speaker was given the closest attention. Mr. Norris handled his subject as it should be, and showed his familiarity with that line of work. Elsewhere in this monthly we give his address in full.

Some of his remarks went home to a good many and his reference to the necessity of knowing costs only clinched the many suggestions of this club to the printers to put in a system of some kind to ascertain cost.

The club is well pleased with the masterly manner the subject was presented and feels indebted to Mr. Norris for his favoring the members with the effort.

No meeting is complete without some assertion to the cost system work and in this case the subject was handled outside of the committee. Mr. W. J. Whitman, of the Excelsior Printing Co., has become so interested in the subject that he has completely changed the system in his large printing plant. His idea is, if it is good to get any information it is better to get it all.

One of the blanks used in their plant and the main one, the "Profit and Loss Statement," was presented to the club and a complete explanation was made of its use and needs. To make the explanation easier and more thoroughly understood a copy of the blank was placed at each plate. The best of attention was given the speaker and after his talk a good many members asked very interesting questions as to methods of handling different items of cost. A question by one of the members as to whether he had found any difference between the supposed cost before installing the system and the actual cost after getting the figures in a thorough and systematic way, was answered by stating that "he had found a difference and the results were very surprising." He further stated that no matter how carefully you tried to list all of your items of cost and how carefully you might try to estimate them, there was absolutely no surety of the figure unless obtained through a system that worked automatic and compelled the correct figures to be listed as they occurred, and when ascertained the results would be so far at variance with the previous guesses that it would be amazing.

The club wants more members to get the "Cost Bug," and nothing is more interesting to listen to than these personal experiences.

Mr. Percy Roberts gave a very interesting talk on his struggles and success in the printing business. He is one of the smaller printers that has installed a cost system and has found so much good in it that he wants to recommend it to all other printers. Mr. Roberts' talk was to the point and was really an answer to a good many unspoken questions as to what effort and time it took to keep up a cost system and the ultimate results. His statement was that not over an hour a day was devoted to the work and the results were very gratifying. He claimed that by keeping the records and keeping in touch with the hours of production it has been the means of increasing the productive hours, thereby decreasing the cost per hour and the press room to greatly increase the production. Mr. Roberts made the bold statement that his production had increased by 25 per cent. through the knowledge derived from his system. Twenty-five per cent. is a mighty good profit in itself and more than pays for the expense of carrying on the work.

The Inland Printer and the *Progressive Printer* of July, both devoted considerable space to the Ben Franklin Club, of Chicago, its cost system and the great growth and good of the organization. *The Inland Printer* produces photos of President Hartman and Secretary Ellick. Since these numbers have appeared the secretary has been in receipt of numerous letters from printers and clubs in the United States. Los Angeles, San Francisco, Everett, Wash.; Detroit, Milwaukee, Oklahoma City, Omaha, Toronto, Can., and New York are some of the cities interested. Several of the cities that now have Boards of Trade are considering the advisibility of adopting our plan of organization. The efforts of the Ben Franklin Club of Chicago are not only being felt in Chicago but are arousing interest in a number of cities surrounding Chicago. Several invitations have been extended the officers of the club to visit other cities and aid in increasing further interest.

To the Members of the Franklin Club and Printers of Milwaukee

The special committee which was appointed to ascertain the average cost of production in each department of a printing office, based on the present scale of wages and eight hours per day, presents herewith its conclusions:

The cost of hand composition averages about $1.00 per hour. A few of the shops which have reported show the cost to be over $1.00 per houur, while others range between 90 cents and $1.00.

The cost of machine composition averages about $1.50 per hour, according to such reports as we have been able to obtain.

The cost of platen presswork seems to be more uniformly the same. It averages 75 cents per hour for the 10x15 Gordons, and from 85 cents to $1.00 per hour for the Universals.

The cost of cylinder presswork shows an average of about $1.50 per hour, and we have graded the costs on this as follows:

22x32 press and smaller	$1.35 per hour
25x38 press and smaller	1.45 per hour
28x42 press and smaller	1.50 per hour
36x48 press and smaller	1.60 per hour
44x64 press and smaller	1.70 per hour

The committee in charge of this work has been conscientious in its endeavor to arrive at reliable conclusions, and the schedules as given are very much in accord with what the Eastern Printers' Board of Trades have been able to ascertain.

Please bear in mind that these prices are not what we can afford to sell at; they show actual costs.

The prices of costs as given was no surprise to the committee; in fact, it was expected that the average would run even higher. It shows, however, that if printers are going to do business at a profit, they must get a higher price than any of the figures as given.

Any questions regarding the methods of arriving at the costs as given, will be promptly answered.

This is a work that ought to receive the support of every printer in the city. The club is accomplishing gratifying results in its work to better the printing trade conditions in the city. Won't you lend your support by becoming a member?

CHAS. GILLETT,
M. C. ROTIER,
SAM. P. FORD,
Committee on Costs.

What One Printer Says

Dear Sir:—About a year ago I joined the Ben Franklin Club and at the same time became interested in its work and began reading the monthly. The articles on cost were very interesting from the fact that I thought them away out of reason and I knew they were wrong because I didn't figure as high and I knew, further, from the fact that many times, even my prices were cut by other printers.

Atending one of the monthly meetings one of the speakers made the remark, "Are you making money, and if so, where is the money you have made?"

This put me to thinking. I always thought I had been making money, but where was it? The more I thought of it the more I realized I knew nothing of my condition, and where I was losing or making a profit. I had plenty of figures I had guessed at, but had no real, actual "honest to goodness" figures. How to get them was the next question. About this time the Cost Committee began to show results and began to ask for information. I found that I was unable to give the answers asked for, from a lack of records. Their questions, however, gave me a key and, with the help of some of the members of the committee, I installed a system to arrive at the money expended in each department and the product.

The first month's figures were so amazing that I myself kept the records for the following month, and which figures only confirmed my previous month's record. Startled and surprised I immediately hired an accountant to assist me, and together we went over the past year's records to see what the results would be for that period of time. A long story shortened is, I have found the error of my ways.

With the amount of capital invested, with the amount of business done, and with the energy and time spent I should be rated and classed with some of the looked-up-to business men of this city, riding in autos and taking vacations. It is a wonder to me now, and I am surprised more that I did not long ago realize that I should have these things.

The Ben Franklin Club has done me good, and already I am feeling the results of the new costs. I find it is not so hard to get the higher prices and, while the dull times, and maybe the higher prices, have cut down my sales, still my ledger shows more profit for the last two months than I ever had before, and I have the profits in the bank.

Now to the real meat of my letter. From my costs I have arrived at a small list of selling prices, which I have inaugurated in our plant, and which are bringing the results. I want to spread the gospel and give to some of my fellow printers the good of my experience. If you want to be successful sell at these prices and be happy.

SUGGESTIONS FOR ESTIMATING.

Paper stock, other materials and outside purchases, add 25% to cover cost of handling and profit.

COMPOSITION.

Composition—hand—per hour, including distribution	$1.40
Alterations—hand—same price	....
Composition per 1,000 ems—hand set	2.00
Composition—machine—per hour	2.00
Machine Alterations—same price	....
Composition—Machine—per 1,000, 6 pt	.50
" " " " 8 pt	.60
" " " " 10 pt	.70
" " " " 12 pt	.80

PRESSWORK.

Make-ready, per hour on cylinder presses	$1.50
" " " " " platen presses	1.00
Running Time, per hour on sheet 22x32	1.30
" " " " " " 25x38	1.50
" " " " " " 38x50	1.70
" " " " " " 44x64	1.90

Ink should be charged for Extra.

Running Time Platens, 10x15 or less,, 1,000	$1.25
" " " " " " 2,000	2.25
" " " " " " 3,000	3.25
" " " " " " 4,000	4.15
" " " " " " 5,000	5.00

Additional thousands, 80c per 1,000.

BINDING.

Three times the scale price paid.
If on time basis three times wages paid.
Electrotyping—add 25% to price paid.
Standing Type—2 cents per square inch per month.

Yours for profit,

.....

CREDIT AND ITS USES AND ABUSES

By F. Y. NORRIS

EXTENSION of credit is the act of delivering to a customer that which you have to sell on his expressed or implied agreement to pay for it at a given future date. If everyone paid his bills when he promised, business would be much simplified, but the great effort every business house has to make to keep its collections on right lines serves to show how large a number do not pay as they should. Very few men go into business with the idea of deliberately cheating. Most men intend to pay, even if some of them think when they get good and ready is time enough.

A few men do not pay because they are dishonest, but failure to pay is mostly because of inability to do so. This inability results from one or more of a large number of causes, but mostly from some error or misapprehension in the way the business is started or in its conduct aftewards. In a merchandising business, one of the first things to be determined is the price at which goods are to be sold. In determining this, many things must be considered, among which cost of goods, expense of doing business, and net profit are most essential.

Expense of doing business is one of the most difficult problems that a business man has to contend with. I doubt if there are two men in this room who can accurately give their personal expenditures for the next thirty days. Now, if we, with all our experience, cannot accurately decide a question like this, how can we reasonably expect the customer. who has had little and oftentimes absolutely no experience, to decide without making error? It needs no argument to convince you that if one's goods cost more than figured on, or expense of doing business is greater, the net profit will be proportionately reduced, and if the figures are too much at error, it will be found that business is being done at an actual loss.

The times are indeed rare at which a business is started on exactly the right basis, and almost as rare are the cases where those in charge of the business are possessed of the ability to quickly discover the errors in the deductions they have made. Because of this, ordinarily the customer is found to be losing money without knowing that fact until he suddenly finds himself unable to pay his bills, and generally in bad financial condition. So many people make errors in starting their business or in its conduct afterwards that each firm conducting a careful merchandising business on a credit basis has found it necessary to have in its employ a man who has made a careful study of the elements necessary to success, whose business it is to thoroughly inform himself of the conditions surrounding each one of his customers and, after carefully analyzing all of these conditions, make an estimate of the chances of success or failure of each. The analysis, when made, becomes the basis or foundation upon which the house grants a credit. Now, it will at once be seen that insofar as the credit man is possessed of all of the conditions, and is not deceived in any of them, ought he to be able to pass accurate judgment.

There are a great many elements affecting a credit, but I think they can all be grouped under one or the other of the following heads, namely, honesty, ability and capital. In proportion as a man lacks the first, let him alone, in proportion as he lacks either of the other two, must he be exceptionally strong in the other, and in proportion as he lacks both ability and capital must he keep his business close in hand and order only such goods as he can pay for, regardless of how his business goes. Rarely, indeed, do we find a business starting with ability and capital well balanced. Ordinarily the man who is starting in the printing business is one whose knowledge of the printing trade has been obtained through working in one or more offices. From his salary he has saved up a few hundred dollars, and feels that he can do better to start up a business of his own. He has practically no knowledge of financing, and doubtless but little of how to figure the cost of production or what he should charge for his work to give him adequate profit. At first it would appear that his chances of succeeding were very remote. He has, however, that within himself without which no man can possibly succeed in business, and that is ability to keep himself within his means. This is evidenced by the fact that he has saved his little capital out of his weekly earnings. It is not the amount we receive for our labors that stamps us a success or a failure. If you are gettaing but $10.00 a week and are saving one dollar you are a success, while, if you are getting $50.00 a week and spending it all, you are a failure. This man has a good prospect of success if he will but realize wherein he is handicapped and avail himself of the sources of information at his command. We have a customer now on our books who came to us in just that condition. I had a long talk with him, and pointed out to him those things that he would have to be careful to avoid, such as doing work too cheaply, doing work for people who would not pay promptly, and doing more business than his capital would warrant. I told him to be sure that he ordered no goods that he did not know he could pay for, regardless of how his own business turned out. He followed my advice, and is now a highly valued customer, discounting his bills.

It is admitted our customers must be honest, must understand their business and must have capital. How are we to know to what extent any one or more of these essentials is lacking? A firm which has given an order after continued solicitation will hardly take the trouble to give detailed information about its financial affairs. A request for such information would doubtless lose the business. Nearly always initial information must be sought from some source other than the customer direct. Probably no other one source of information is so valuable a basis for credit as experience gained through dealings with the customer. Experience is always a good teacher, but sometimes her charges for tuition are exorbitant, and whenever she is employed the maximum of knowledge at a minimum of cost should result. To do this effectively, we must profit by each other's experiences, and be free to in proper ways give our experience, especially if it has been unsatisfactory.

You do some work for the U. T. D. & G. T. railroad, and have to wait six months for your money. You pay for that experience. It isn't necessary for me or anyone else to pay for that same information if you will tell us your experience. That the first experience shall cost as little as possible, new business should be started in a small way, and in quoting the price to a new customer, always state plainly and clearly your terms.

Have terms and let those terms mean something both to

you and your customer. I do not mean by this that it is practical to arbitrarily fix your terms and expect to have everyone yield to them. What I mean is that time of payment is as much to be determined at time of contract as the price to be charged. As I have said, state your terms, and if they are not satisfactory to your customer, see if you can consistently modify them to meet his requirements.

With price and time of payment understood, and the work done and delivered according to specifications, your customer is desirable only in proportion as he carries out his part of the contract by paying on due date.

In my judgment by far the larger part of the printers' delayed collections results from lack of clear understanding at time of contract. Too little thought is given to those things that the customer has to do in the carrying out of the contract. Suppose Mr. A orders 2,000 catalogs. The price is agreed on and the time of payment is agreed on. He is very anxious to have the work finished at the earliest possible date. The paper, electrotypes, etc., are ordered, the work rushed through the composing room and proofs sent. The proofs are not promptly returned, and when Mr. A is asked about this he states that he is considering adding another line of goods, and if he does he wants to have them appear in this catalog. Now, nothing was said in the contract as to how soon proofs were to be returned. His wish is a reasonable one, and little can be done but wait, although in the meantime the bills for labor and material have to be paid for out of some other funds. It should have been specified in the contract that if Mr. A delayed the work through changes, withholding copy, or return of proofs, he must advance enough money on the contract so that no burden would be imposed that was not contemplated when the contract was entered into. At that time these things are easy of adjustment, for the reason that no such contingencies are contemplated. According to the old saying, it is always the unexpected that happens.

Another reason you printers are bothered in your collections is that you are afraid to ask for your money even after it is due. I have known printers who were so timid about this that they preferred to fail rather than perhaps offend their customers by asking them to pay up. Is there any reason why you should not insist on the customer paying when he ought? Does he not demand of you the best you can give, both in quality and service? Why, then, need you hesitate to ask him to do as well his part?

Your bill should be among the first for any house to pay, for the reason that they are expense items to a business. As an abstract proposition a firm that has to have time to meet its expenses is in a bad condition. If, logically, you should be paid promptly, whose fault is it if you are not? How often we hear it said, "I cannot crowd Mr. So-and-So for payment. He is as good as wheat. I would lose his business if I did." Regardless of how much money a firm may have, it is "N. G.," so far as being a desirable customer, unless it pays its bills promptly and without undue solicitation. This is not a place to mention names, but I know of a certain Chicago firm which is rated $150,000.00 to $200,000.00 first-grade credit, and, indeed, stands well up in the front rank in its line of business, yet there are those among you who refuse, and wisely, to take its business because of its unfairness in settlement.

I have tried to give you some of the causes why your collections are slow that are within your own control and, insofar as they are ever in your control, you owe it to yourselves and those you do business with to have them right. Insofar as the causes are beyond your control and the results unsatisfactory, you will have to charge it to experience and look out for the future.

This all pertains to your own collections, but touches only lightly on your own difficulties in paying your accounts. In speaking of the printer just starting in business, I said he had in saving his earnings demonstrated his ability to keep within his means. Now, that is the secret of all financing, and it is a secret few of you keep constantly before you. Just about the time you get your business in such shape that you can pay your bills promptly and without effort, some over-zealous salesman from a supply house comes along and has no trouble to make you believe that you need a new press very badly—that you are foolish not to put it right in—that once in it will pay for itself—no burden to you at all. Ever hear of such a case? My advice to you is to not listen to this talk until you have put yourself on a basis where you can discount all your bills and have enough capital hoarded to pay at least half the purchase price of the new machinery. Don't buy it then unless you already have enough steady work on hand to take a considerable part of the capacity of the machine. Never buy new machinery with which to do special work for one customer.

Another bad enemy you have is the house which gives you long time. You are apt to feel that when given 90 days' time it is made easier for you to pay your bills, but I will leave it to any man in this room who has tried it, if it is not easier to pay on 30 days' time than on 90. It's because in one case you control your finances, and in the other you are controlled by them.

Let me impress upon your mind this one fact—the average paper or printers' supply house is in business for just the same reason you are, and that is to make money. Now, when one of them comes to you with a long-time proposition, don't think they offer those terms for any other purpose than that they can make money out of you by doing it. Take my word for it (until you can study it out for yourself), that house is your best friend who councils caution in your buying—who urges short terms and close settlements—who by its every act shows its interest in seeing you always in complete control of your business and absolutely independent.

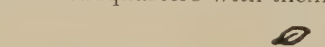
Let me tell you of a case that I knew about some years ago. One of our managers was selling a publisher of a daily paper, who also did job printing, in a western town. In running through his accounts receivable I noticed this account, which was then something like $1,000.00, and nothing had been paid for two or three months. I told the manager this was all wrong. His reply was that it was all right, the party was as "good as wheat" (same old story), that the reason for the present condition was that he was paying Graham's account, and was going to give us all of his business. Six months later the manager became frightened and took a chattel mortgage for some $1,500.00. Later this had to be foreclosed, with the result the man lost everything he had, and was left badly in debt beside. What our manager should have done was to have urged him to get out of debt instead of pushing him deeper.

The F. Wesel Manufacturing Co. have removed their Chicago office and salesroom to 329 Dearborn street, where a complete line of printing, electrotyping, stereotyping and photo engraving machinery and supplies are kept in stock for quick deliveries.

This company has been justly termed the Universal Providers, as the many devices they manufacture and carry enable them to equip complete plants on very short notice.

In their Chicago salesroom a space is provided for visitors, where a desk and writing material may be used and also where the current numbers of all the trade papers may be read.

When visiting Chicago do not fail to call upon them and make your headquarters with them.



Have you installed a cost system or have you thought about it? Now, while business is a little dull, you could select no better time to get interested.

THE SMALL-SHOP COST SYSTEM

MOST printers doing from $5,000 to $25,000 a year business complain that the discussion of costs that has been carried on quite extensively the past few years has been for the larger houses and that they have been left in the dark. This is true largely because the managers of the larger houses have been racking their brains to find the correct solution. They have been able to get expert assistance and, naturally, they have had more to say, and what they have said was perhaps more applicable to the large shops than to the small ones. But it is the opinion of the writer that the right method when once adopted will be as applicable to the small as to the large shops, and will be relatively as valuable.

The owners of small shops have always deceived themseves into believing that they can work miracles. They consider themselves above the natural laws of success. They can ignore every road leading to fortune. They can set type faster out of a pi-box than the big fellow can on a machine. They can discard ordinary methods and make a "howling success." They can jump over a mountain easier than most of the big fellows can climb a stairway. Why is this? Does not the same law of attraction hold the mote that holds the mole hill and the mountain? It would seem so to most observers. But the fellows who can do work below cost and make money at the same time are legion. They are exceptions to the rule and miraculous. They nearly all claim to know by intuition that they can do work at less cost than the large shops and make money. If the facts were known, the managers of the small shops would find that their percentages of expense were higher. As long as a man believes that he can do work cheap he is going to ask less than the standard price. He will never grow until he gets away from that idea. Cheapness ought not be the only magnet to attract trade. Good work, prompt service, close attention to details, count for more than price. The man who gets a good margin of profit becomes strong financially, while his competitor who does work cheap, and often at a loss, gets weak and fails. Why go into a business so full of little, though important details, ignorant of the essentials of business success? If already in, why remain in ignorance, when the facts are so easily learned? Costs too much to know costs. Is that what keeps proprietors in ignorance? Yes, it costs enough time to see the importance of the necessity of "getting down to brass tacks." Slipshod people never see the necessity of system. Like an unbroken colt, they like to sport around at will and not be tied to any one thing or be harnessed to a load. Yes, to be compelled to do things in a systematic manner is irksome, is distasteful and hardly worth while; costs too much effort of mind to even think of doing it. Costs too much money to install and keep up.

Suppose it cost five per cent. to install and maintain a system, and you make money by it, but lose without it, would it be too expensive? No! but to overcome apathy, laziness and prejudice against system is enough to prevent thousands from even considering the latter seriously. Like the lazy man that was being taken to the poorhouse: When a neighbor offered to give him some corn, saying it was too bad he should leave his home for lack of food, he raised up in the wagon and asked, "Is it shelled?" When he learned it was not he said, "Drive on." Too lazy to shell the corn that another had raised! Yes, it costs to know costs. But it is worth the cost. Nothing would lift the printing trade out of the pit and out of the rut and onto solid ground so quick as knowing costs. Every printer would have a perfect cost system, and the disastrous practice of cutting prices would be a thing of the past—*if it did not cost anything.* Every printer would also have a large, perfectly equipped plant for the same reason. Machinery costs something and is worth something, is necessary in order to do business at all. Likewise a cost system costs something, is worth something and is necessary in order to do business at a profit. The machine that can be seen and handled, and that does its work so well, seems to most people to be more valuable than the other machine silently and almost invisibly fulfilling its mission as well, and perhaps with more profit. What profit is there in having a shop full of expensive men, machines and fixtures all working at a loss for a year or more before you know it? A proper cost system detects the losses day by day on every job.

One of the best features of a correct cost system is that it sifts out the unprofitable kinds of work. Every job that goes through at a loss sticks out like a sore thumb and you soon learn not to touch it. If your competitor knew as much, he would not touch it, and—if all the competitors let it alone as they would, it would soon go begging. If all such sore thumbs were not touched the sore spots would soon be on the other fellows' thumbs, and printers would get their fees for lancing them.

Without a cost system it is impossible to pick out the losing jobs. It doesn't pay to fool away money on unprofitable work. Better leave it alone and spend the money you would lose on it in seeking new customers or devising new kinds of advertising matter to suggest to old customers. Be kind to your enemies. Heap coals of fires on their heads by letting them have all the losing jobs. They will respect you for having a fat bank account while they eke out a miserable existence. While they are busy losers you can take care of profitable jobs. You will get them. They will be too busy to do them.

Printers are not naturally more philanthropic than other tradesmen or manufacturers, nor are they any more gullible. They are often more ignorant of the business end of their business, that is all. There are so many details and they are so small they can not see them. They are not adept in the use of microscopes in viewing their expenses.

In talking with a leading supply house the man in charge said: "I don't believe you could get very many printers to let go of even $25 for a book and instructions on cost accounting. They would rather lose ten times the amount and not know it than part with that much money and not be able to see it coming back right off." Well, there is good sense in keeping that amount, unless determined to make good and get the money back by inaugurating and maintaining a cost system right.

Co-operation of workmen is necessary to the inauguration of a cost system. This ought not to be difficult. In many of the large concerns, superintendents and foremen, realizing the value of an exact knowledge of costs, are taking an interest in the problem, perhaps more interest than the proprietors. If the concerns are figuring too low on work or are losing money the workmen are soon affected; if all concerns are figuring too low, all the workmen are badly hurt. Proprietors can not afford to pay high wages when they are losing. So it ought to be as vital a question with the workmen as with the proprietors.

Much depends on the correct keeping of time-tickets and other items of cost with which the men have to do. If they oppose the office in installing a system they are hurting themselves as well as the proprietors. A little tact with the men will insure their co-operation.

It will not do to allow the superintendent or foreman to manage the cost system. The office must be responsible for that. There must be some well-devised plan, originated at the responsible end of the business—the office—that must be carried out. Everybody must work according to that plan. Might as well expect a lot of masons, carpenters, plumbers, plasterers, painters, decorators and furnishers to build, adorn and furnish a house for you without drawings and specifications and without the superintendence of an architect. You must be the architect of your own fortune. You must think the whole thing through to the end, make all the plans and specifications and let the superintendent, foreman and men execute the details according to your plan—not according to their plans. Their suggestions ought to be considered but should never dissuade you from your main plan and purpose. They will see that you are right after a while and that they did not fully understand. Hold to your own plan, but first be sure it is right. So many men begin building without plans that workmen have no great respect for the office. The men know more about it than the head of the business. This ought not to be the case. The master printer ought to be the master of the office—of the whole concern. He can be, and if he is not, he ought not to waste a day getting the mastery of the business end of the business. In a month's time, if he goes at it right, he can become master of the whole situation and bring into existence an office and shop system that will revolutionize the plant and make it strong financially. There is no reason why an employing printer should not be as good a business man as there is in any city.—From the July *Inland Printer.*

Printing is classed as the art of all arts, and science of all sciences. Without the means of expressing thoughts and ideas through the medium of printed matter, human knowledge would retrograde, opportunities would lie dormant, and the wheels of progress would be blocked. In the conduct of modern business, printing is as necessary for material growth and sustenance as is food to the human body. The printing business is also recognized as one of the noblest of professions. And yet, with all these elements in its favor, as a remunerative commercial enterprise it is today in a very chaotic condition. Analysis and comparison with other lines of endeavor only serve to prove that employing printers, taken collectively, do not command the respectful attention and confidence accorded to those engaged in less dignified pursuits.

It might be possible to attribute many causes for this unfortunate state of affairs, but to put it in a concrete form, it is self-evident that the business has got away from the individual. In a great many instances too much time has been devoted to developing the artistic element, while the ordinary business education has been sadly neglected.

There can be no rule without exceptions, and hence we find occasionally a master printer who conducts his business on business principles; but when such a one is discovered we do not find that he has amassed a fortune, that he retires from business life to live on the interest of his money, nor when death claims its reward that his will and testament provides for the endowment of a college.

These facts strengthen the assertion that the blame cannot be attached to the business, because there is and always will be a demand for its product, but to the individual himself. Employers are today helplessly floundering about, in many cases tottering on the brink of financial ruin, at the mercy of those whom they purchase from and sell to.

Heretofore when plans have been advanced looking toward the co-operation of printers in the endeavor to change existing conditions, these same employers have remained immutable and wedded to their own bigoted opinions. A feeling of enmity has ever been present where amity should prevail. We feel, however, that the crisis has been reached. All over the country master printers' organizations are being formed upon educational lines, demonstrating that in time this atmosphere of inadvertency will be cleared.

The average business man demands a profit on his goods and is willing to pay a profit to the producer. There is no logical excuse why the printer should not obtain a fair profit on his knowledge, experience, investment, and product. The trouble is that he is not *sure* of his cost—it's usually a guess and a "trust-to-luck" affair. There are men at the head of large printing offices who will not admit that they are doubtful about their costs, and yet this is clearly proven a fact. If a certain piece of printing is submitted to ten reputable firms for estimates, ten different prices will be quoted, varying from five to fifty per cent. The conditions in each establishment may be identical, as to hours of labor, wages and equipment. Every one may figure on buying the stock at the same price, running the job in the same way, and even try for the same per cent. of profit, and yet the figures will vary. There can be but one reason given for such a condition of affairs, and that is that the subject of cost has not yet been firmly established. It is the purpose of this journal, as well as the organization it represents, to endeavor to interest the printers in the Western States in the subject of *knowing costs.* The various trade journals of the country have for years devoted columns to the subject, have accomplished untold results; and yet it is believed that in the West, where conditions of wages, hours of labor, and the general cost of operation are vastly different, the subject is a new one, and presents an opportunity to accomplish much good.—Editorial from *Franklin Printer,* San Francisco.

A Thousand Page Book Printed in Eight Days

The Regan Printing House, which persistently avows it never sleeps, has reason to feel proud of its latest performance —the printing of a thousand-page (8x10¾) book containing eight million eight hundred thousand ems in eight days. The volume is the report, testimony, findings and debates arising out of the recent investigation of Illinois State Institutions. The Regan House is telling its friends that the copy was received on May 21st, and copies were bound in cloth, ready for delivery on May 29th; that thirty-two thousand pounds of paper (32½x44, eighty pounds to the ream) were used, and delivery from the mills began twenty-seven hours after the order was placed; that the book contains as much matter as the Bible and Shakespeare combined, or would fill 176 pages of Chicago daily paper size, and that the job was done without interference with the regular work of the office, which averages one million two hundred and fifty thousand ems a day. The Regan House is to be congratulated on its notable achievement, and its ability to "eat 'em alive," as they would say on the Rialto.—From the July *Inland Printer.*

A meeting held in this city by the lithographers devoted considerable time to the discussion of costs and they have appointed a committee to formulate a suitable cost system for their line of business. Certainly the wave is upon us. It is a day of seeking education and knowledge of one's own business. How the number of intelligent men in both lines could have put it off so long is not to be explained. In this age of close competition, high priced material and high wages it behooves the manufacturer to know something about costs.

Why put it off any longer? "Know thyself," or at least know what you are doing in your business.

THE ART OF PRINTING

By WILLIAM A. WILLARD

TO DISCUSS the cost of printing in the space allotted me by the editor of the *Graphic Arts and Crafts Year Book* is something like trying to pour the contents of a hogshead into a pint cup. It will go once and a good deal over. Some of the underlying principles may be touched upon, however, with profit, in a few words.

It is characteristic of human nature to prefer to work very hard at a thing we understand, rather than to take the trouble to study an unfamiliar subject. Many an industrious printer who spends nine or more hours daily at a desk or case in an effort to make ends meet, could, by spending an hour a day for one month in studying costs, make enough more money to cut one hour off his day's labor for the rest of his life.

Printers have been guessing at these things too long. The day of the guesser is passing, and as business methods become more exact, his place is being taken by the man who *knows*.

In taking up the study of the cost of printing, perhaps the most important step is the gaining of a clear and distinct perception of the difference between gross, or apparent profit and net, or real profit.

It is easy to add together the cost of the material and labor involved in a job, to add thereto twenty-five per cent, and to say "that ought to be enough."

It is hard to realize that the invisible, intangible elements of cost, especially those that are not paid out in money, such as depreciation of plant, interest on money invested, etc., are just as certainly a part of the value of the finished work as the stock.

Such is the case, however, and it is surprising how these too often unconsidered items of cost mount up.

A very careful study of this question, extending over a period of several years, has convinced me that at least forty cents out of every dollar a printer takes in goes for fixed charges and running expenses. This includes such items as salary of proprietor, bad bills, interest on investment and depreciation of plant, as well as the more obvious ones of rent, insurance, taxes, etc.

If the gross amount of business done in a year merely equals the expenses, including as a part of the expenses the items mentioned above, there has been no profit. The product has been sold at cost. Judging from what I can see, I believe that eighty per cent. of the printers in America are doing business at cost.

To the printer whose experience has been mainly on the practical side of the business, it may seem a formidable task to figure out, in a comprehensive way, whether or not his year's work has yielded him a profit. In reality, however, it is simple.

Of course every printer knows how much business he has done in any given year, and almost every one, no matter how simple or imperfect his system of bookkeeping, can tell what his expenses for the year have been for stock, labor, rent and all other items for which money must be paid out. If to these items he will add his own salary, at whatever he thinks he is worth, ten per cent. of the value of his plant for depreciation, seven per cent. of the gross amount of business for bad bills, he will have the actual amount of his expenses for the year. If he will then subtract this sum from the gross amount of business, the remainder will be real, net profit.

If there is no remainder he will know that his selling price represents also the cost price, or less, and it will behoove him to advance his schedule of figuring to a point that will yield a real—not an imaginary—profit.

Opinions will differ as to what his profit should be, but it would seem as though from five to ten per cent. would be a very moderate profit to ask in a business requiring so much care, taste and skill.

The average printer will do a business of perhaps $20,000 a year. If he makes a clear profit on this of five per cent., he will have $1,000 a year to lay away, and in twenty years he will have saved $20,000, which with 5 per cent. compound interest will amount, at the end of twenty years, to $33,000. Any printer who has not done as well as this in proportion to the amount of business done, and the length of time in business, has not made five per cent., and out of the hundreds of printers I know, I do not know one who has done this well.

It is commonly said that printing is a ten per cent. business, but I think we should come nearer the truth if we were to say that it is a one per cent. business. I know many printers who have been in business for periods ranging from twenty to forty years, and I am certain that those who can show a clear net profit of more than one or two per cent. are the rare exceptions.

This should not be so. A man who spends his life in a business should be able to acquire a competence in it by the time he is fifty-five or sixty years old, and in these days of low interest rates, a competence means not less than $40,000.

This amount can be accumulated by a printer with a fair business upon a profit as low as five per cent., but it must be real profit.

If a printer, after submitting his business to the simple test outlined above, finds that he is not making any real profit, there are two remedies:

First: Better management.

Second: Better prices.

Now, my observation is that most printing offices are tolerably well managed. True, one man will be a little weak on one or two points, and another on one or two other points, but taking them as a whole, I believe the internal management is generally reasonably good until it comes to the price making. Here is where the members of the craft are almost universally weak; here is where they recklessly waste at the bung-hole what they so carefully save at the spigot. In a few minutes a price may be given involving a loss that it will take weeks of careful attention to details to retrieve.

In estimating, there are two factors of danger.

First: The schedule of prices may be too low; that is, the rate per hour for composition and press-work, and the percentage of profit added to stock may be too small.

Second: The amount of time allowed for the accomplishment of the different divisions of the work may not be great enough.

Usually both these elements of danger are present at once, and, acting together like the two blades of a scissors, they shear away the profit until nothing remains.

If composition is worth one dollar per hour, and a piece of work requires one hundred hours, it is worth one hundred dollars. If the charging rate is one dollar, but the time has been estimated at eighty hours instead of one hundred, there

is a loss of $20.00. Or if the time has been correctly estimated, but the rate is eighty cents instead of one dollar, there is a loss of $20.00. But if the time has been estimated at eighty hours, and the rate is eighty cents, there is a loss of $36.00. And this is the state of affairs in a great many cases.

In arriving at a proper charge for the different operations involved in a piece of printing, I think many printers err in basing their calculations upon the assumption that their shops will always be filled with work to the extent of their capacity. Of course this is impossible. I suppose it is reasonably safe to say that most shops will turn out in a year not more than sixty to eighty per cent. of their full capacity. It is plain that under these circumstances work costs more than if shops were continually full, and prices should be based upon the amount of work actually done, and not upon the amount that could be turned out.

In laying a foundation for any effort to determine the cost of the various processes, a long enough period should be taken to afford a fair average, for the cost fluctuates from time to time with the volume of business. Composition, for example, costs more in July than it does in January. By taking a year a fair average can be reached.

I maintain that a printer is entitled to a small but real profit on the actual amount of business turned out of the average shop, which I should place at seventy per cent. of full capacity, though this is necessarily only an estimate.

If any shop is so fortunate as to be more fully employed than the average, this should lead to larger profits, not to a lowering of the price schedule, which should remain based upon average production.

An unusual volume of business is likely to be the result of unusual excellence of work, and this is entitled to an unusual return.

One of the banes of the printing business is the assumption by so many printers that twenty-five per cent. added to the cost of the labor and material will cover the cost of doing business. This twenty-five per cent. fallacy is responsible, I believe, for more poverty in the ranks of printerdom than any other thing in the trade. Why twenty-five per cent.? Why not twenty per cent.? Why not thirty per cent.? How many printers using this method can tell *why* they add twenty-five per cent.? The only reason that any of the twenty-five per centers remain in business is that they adopt an arbitrary cost considerably above the actual amount paid for labor, and then add twenty-five per cent. to that, and in this way they sometimes come somewhere near the true value, but it is only an accident.

An exaggerated instance of where this method may lead recently came to my notice. A printer who has his machine composition done outside, paying thirty cents per thousand, charged it to his customer at an advance of twenty-five per cent., thereby selling his composition at thirty-seven and one-half cents, whereas, if he had set the same matter by hand, costing only a little more, he would have charged one dollar to one dollar and a quarter. This composition was, of course, sold at a heavy loss, and to this man, certainly, the introduction of modern machinery has been a curse and not a blessing.

It is clear that if out of every $100 of total expense $60 goes for material and productive labor, and $40 for running expenses, we must add about seventy per cent. to first cost in order to get the real cost. This does not mean that we must add just seventy per cent. to each and every item, but it does mean that in one way or another we must add that $40 to the $60 before we can arrive at our true cost, and no part of the $40 is profit. If we add twenty-five per cent. to some items, it is all right, if we make it up elsewhere, but we must be sure that we do make it up; we must be sure that we have added on the $40 before we begin to talk about profit.

The modern method of figuring, using the full selling price of each item separately, is considered better by those who have made a close study of methods of estimating.

Scant space remains for figures. These must necessarily vary in details in different offices, according to the method of figuring, some making very low profits on certain items and high profits on other items, while others endeavor to more nearly equalize the profit on the various items.

Upon the basis, however, of adding from twenty-five to fifty per cent. to the cost of paper, engraving, electrotyping, ink and outside binding, according to the amount involved, and one hundred per cent. to the cost of machine composition, careful calculations would seem to show that in large cities with an average production, the following schedule of charges will cover the cost, including running expenses, and possibly yield a small net profit:

Composition	per	hour	$1.10
Job press work	"	"	.80
" " " over 10x15	"	"	1.00
Cylinder press work, 22x32 or smaller	"	"	1.50
" " " 24x36	"	"	1.60
" " " 25x38	"	"	1.70
" " " 28x42	"	"	1.80
" " " 32x44	"	"	1.90
" " " 36x48	"	"	2.00
" " " 38x50	"	"	2.10
" " " 42x56	"	"	2.25
Slip sheeting, according to size	$1.20	to	1.50

Above all, I would urge my readers to study their own costs constantly and carefully; to take nothing for granted because somebody else says it is so; to seize every opportunity to discuss the matter with their fellow printers; to read everything they can lay hands on bearing upon the subject; to leave no stone unturned to *know* what their product costs.

Only so may they hope for the reward that is the due of every honest worker.—(*From The Graphic Arts and Crafts Year Book.*)

A Few Words About Our Credit System

One of our members recently dropped in to "look over" the credit cards on file in the Ben Franklin Club office in connection with our Credit System, and was surprised to see listed there a large and apparently reliable firm doing business in Chicago, whom he had been soliciting for some months and whose large volume of printing matter had been coveted by him in an envious way. Doubting the truthfulness of the statement recorded upon the card by a member of Ben Franklin Club who listed the firm as "J," "K" and "S" (look in the book and see), the investigation was followed up and proved to be true. "V" and "C" were appended. Thus the covetous one was "made wise" as to the financial standing of his prospective customer, whose work is now being done by a firm outside of Ben Franklin's membership and who will be "bumped" just as others have been by this unreliable firm.

The value of our Credit System to the members of Ben Franklin Club cannot be overestimated. Many have been benefited by it and only about five hundred records of undesirable accounts are listed. Think what it would mean if every member of Ben Franklin would send in a statement of the unworthy and questionable people he has done printing for, indicated in accordance with the "Key" on the front cover page of our little credit book.

You, Mr. Member, large or small, get interested in this money-saving Credit System for your own benefit. Send in your reports from time to time and make use of the records which are kept for your profit. It will be a material contribution to your own practical welfare. In six months we have accumulated five hundred reports on persons who have been "doing" the Chicago printers for years. How effectively we could eliminate this fleecing evil with your co-operation! Get a little credit book and use it!

Ben Franklin Monthly

A Monthly Journal Striving for the Solidarity of Employing Printers

Published by the Ben Franklin Club of Chicago

Readers of this Journal are invited to criticise, comment or send communications to us for publication, but the publishers will not assume any responsibility for the views contained in them. The writer's name will not be published if so desired.

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¶ Without any great effort fifteen firms have been added in as many days.

¶ A member who opposed the installation of the Credit System in its present form is the most frequent inquisitor of its contents.

¶ Membership in the Ben Franklin Club is growing. Every member should be a committee of one to help increase the number.

¶ The membership of the Ben Franklin Club is growing and the growth is very gratifying considering the depressed times and dull business.

¶ Miss Linde, the very able assistant in the secretary's office, is taking a vacation. You no doubt have missed her voice calling you to the Thursday noon meeting.

¶ We are glad to note the appreciation of our Credit System. Ben Franklin members are waking up to a realization of its value and are making good use of it.

¶ Acknowledgments for its members of both general and specific benefits received through Ben Franklin Club are numerous, and prompt us all to greater things.

¶ Both of the great political parties now have a nominee for president. You can forget politics for a while and devote more time to the club and its efforts. "Get Busy."

¶ Get a-hold and see if it is not possible to pass the 300 mark by September 1. By that time business will be booming and we should try for the 500 mark. No printer or allied trade can afford to stay out. Tell him of the good we are doing, of the interest manifested and you can get an application. Try it.

¶ The visit of the several printers and members of the Ben Franklin Club of Chicago to Milwaukee has so stimulated the organization there that their club has secured the services of A. C. Kerr to increase the membership and install cost systems. To a great extent the system as gotten up by the cost commitee of our club will be adopted. We wish them success and promise them any aid in our power.

¶ Volume 1, Number 1, of *The Franklin Printer,* San Francisco, came to our desk this month. It is newsy, educational, artistic and all that a magazine should be. To see and read it makes one think he has been in an art gallery and library combined. We congratulate the Franklin Association of the Coast in having such an excellent medium in reaching the printer. May it be an awakening of the arts and crafts and a continued success.

¶ Never before have you had an opportunity to install system into your office through experienced advice at so little a cost. The Ben Franklin Club has taken a long step forward in assisting its members in the ascertaining of cost. Don't hesitate or drop it because you think it will take time and money. Investigate, and if in earnest you will find that the small amount of time necessary and the little money expended will be more than repaid in the knowledge of the losing jobs, output of your plant, the amount of lost time, and where lost, and lastly the cost of production.

¶ Already enough of the members, who have installed cost systems, have arrived at figures to prove the assertions of the cost commitee. Composition is ranging from $1.02 to $1.26 per hour; cylinder press work from $1.09 to $1.65 per hour; jobbers from 60 to 80 cents per hour. Linotype composition from $1.35 to $1.75 per hour. Do you doubt these figures and do you fool yourself by thinking your costs are less? Better get busy and find out before the awakening will be too late.

Get your heart in good shape before investigating; there may be some surprises in store for you.

Trade Notes

C. W. Graham, the Iowa salesman for Barnhart Bros. & Spindler, Chicago, passed his vacation with his mother at Norwalk, Ohio.

One of the oldest house organs in existence is The Type Founder, published by Barnhart Bros. & Spindler, Chicago. It is now in its eighteenth volume, and is widely distributed.

The Methodist Book Concern, Cincinnati, Ohio, has recently installed a Miller Saw-Trimmer, complete with all accessories, purchasing the same of Barnhart Bros. & Spindler, Chicago.

Thomas Barrett & Son, Linden, Ind., have made extensive improvements to their office, including the purchase of a Diamond power cylinder and a Bates & Edmonds gasoline engine, together with type and material, of Barnhart Bros. & Spindler, Chicago.

Type made in the United States is given the preference all over the world because of its superiority. Barnhart Bros. & Spindler report increasing sales through their agents in England and the Philippines. They recently shipped a big outfit to China.

H. C. Lewis, General Manager of the National Paper and Type Company, 31-35 Burling Slip, New York City, is on his way home, via England, from an extensive and thorough tour of South America. Mr. Lewis made this trip in order to become thoroughly conversant with the printing supply market of South America, and to arrange for the further extension of the company's already large trade in the Latin-Spanish dominions. Mr. Lewis was formerly credit man for Barnhart Bros. & Spindler.

The five-story reinforced concrete building now being erected at 535-539 Wabash avenue, 80x165 feet, adjoining on the south the Ludington-Barnes building, has been leased by J. B. Moos to A. R. Barnes & Co. for a term of years at a total rental of approximately $200,000. The building, which is to be completed by January 1st next, is to cost around $125,000. Barnes & Co. will occupy a large part of the building with their printing business now located in the Ludington-Barnes building. The Bowes Investment Company represented Mr. Moos and William A. Bond & Co. Barnes & Co.

Consolidation

Two plants and two energetic members of the Ben Franklin Club of Chicago have joined issues and to them we prophesy success, and wish them many of the U. S. bills of satisfaction. The plants consolidated are the M. A. Fountain & Co. and the Rockwell Printing Co., formerly at 1210 W. Madison. Both plants will be operated at 16 So. Green street. Mr. Reverate will have charge of the mechanical department, and with the adding of his plant will give much needed additional facilities. Mr. Fountain will devote his energies to the getting of business.

Thursday Noon Luncheons

Too much cannot be said to urge you to take an hour each week to devote to the club work by meeting with the members at the Thursday noon luncheon. These meetings are on the minute, up-to-the-minute and last sixty minutes. They are interesting, educational and uplifting in fellowship. You really cannot afford to stay away from the possibility of righting yourself with your neighbor, or putting your neighbor right, much less the thing of vital interest to you, a probable chance, suggestion or actual information where to increase your profits or decrease your losses. The attendance has been very good and very large considering vacation time and the warm weather.

Greater attendance means greater good. Surely you have to eat, and why not eat with us, in the atmosphere of Ben Franklin Club push and energy? The meals are served table d'hote at the minute you arrive and are very satisfying. A reasonable price, including cigars and a place to smoke, is 50 cents.

Meet with us every Thursday noon, 12:15 sharp, in the restaurant, 7th floor Y. M. C. A. building, La Salle street. Be one to increase the good being done.

If the Shoe Fits

In soliciting membership to the club we very often get a reply such as this: "I don't want to join your club; every time I bid on a job I find my price cut by a Ben Franklin Club member."

Is this printer correct or is it presumption?. There may be reason for having a club member as a competitor on every job from the fact that all the good, live, up-to-date printers belong.

This association not being organized to control prices, is not responsible for the prices quoted. However, the club and its workers are making efforts to educate all of its members so that costs will be known and when known it is reasonable to suppose that estimates and quotations will be nearer the correct figures. When you are a member you are closer to this price-cutting competitor and feel at liberty to visit him and probably put him right. How many of us make mistakes, judge wrongly and repeatedly do so until our attention is called to the fact? Are we not thankful when our attention is called to our errors? These are the purposes of the Ben Franklin Club. Meet your printer competitor on common ground. Approach him not as an enemy but as a friend and very soon the terrible denunciation of your craft will altogether cease.

Yes, we have price cutters in our club and too many of them. That is just the reason you should take interest. Get next to these fellows and may be you can do a lot of good by putting them wise. Price cutting is not always willful. It sometimes occurs through ignorance of the job or demands of the customer, sometimes the rough mistakes and forgotten items. There is not one of us but what is looking for information and are ready to listen to a fellow member. Don't be afraid, speak up, come to our noon meeting, call up your sinning competitor and have him meet you there, then take him in a corner and reason it out. Remember he is looking for new business the same as you are, and may be his treading on your toes is only a repetition of what you have done to others.

If we were to have only members that never quoted a low price and are always higher than all the rest, the membership would thin down to you and I. Therefore it should be better not to condemn on first evidence, but consider the situation and his side of the case. Get together, talk it over, think it over, forget this order and try for another.

COST OF PRODUCTION of LITHOGRAPHY

By ALFRED M. GLOSSBRENNER and C. M. SKINNER. Read at a Meeting of The Western Lithographers' Association, Chicago, July 13-14

What is true of lithographing is also true of printing. It is with great interest in the subject and with thanks to the two gentlemen that we reproduce these excellent articles.

BY ALFRED M. GLOSSBRENNER.

THAT the cost of producing lithography has increased considerably during the past few years, incident to the decrease in working hours and the increased cost of labor, I believe all will admit. Still, there are some engaged in the lithograph business that apparently believe that this increase has been more than covered by improved methods and recent inventions in machinery; especially since the advent of the new Offset Lithograph Press it appears from some selling prices that are made that the "Cost of Production" had really decreased, some lithographers actually making the customer a present of any advantage that may accrue from the installation of the new machine, a practice that to me seems radically wrong. (The Successful Lithographer will not do this.)

I believe we will all agree that the lithograph business is passing through a period of revolution, the effect being to arouse an increased interest in the "Cost of Production" of lithography, and I presume this is primarily the cause that led to the appointment of a committee, at our last meeting, to present their views on the subject, at this time.

From necessity I began to study the "Cost of Production" in the printing and lithograph business about fifteen years ago. I have spent much time at it and the labor has not been without its compensation in acquiring a general knowledge of the science of costs of manufacturing, while the application of the knowledge gained to the business with which I am identified has proven of practical value. The study has also offered me a mental training and much intellectual pleasure. In presenting my views, whether they are accepted or not, I trust I may succeed in arousing still further interest in the subject among some of my hearers, which will be sufficient reward for the effort.

The first principle of any business should be to extract a profit from each transaction. In order to do this the cost of the commodity sold must be ascertained before the profit can be added, hence every concern engaged in the production of lithography should so keep its records that it will *know* (not guess at) the actual cost.

The best-managed lithograph plant will not depend entirely upon the annual profit and loss statement for the knowledge of the financial results of the business, but will adopt an accounting system, by which they may be able to ascertain at any time and at any stage of the progress of the work, the actual and not estimated "Cost of Production" of any particular lithograph job, and this information, reliably gained, will determine largely the policy to be pursued in accepting or rejecting orders.

No system, however good, will give immediate results. It must be established and must have run smoothly for months and even years before the full advantages are realized. For all progress is made by comparing what was done today with what was done some time ago, and this can be done to any purpose only when the basis of comparison is similar. No spasmodic efforts at the introduction of new methods are of the smallest use. To be of final and real commercial and technical value, records must be continuous and extend over various fluctuating periods of trade.

The Production of Lithography is manufacturing, and to understand thoroughly manufacturing costs, and appreciate the application of fixed charges, of interest and depreciation, of waste and economy, is to master much that is most difficult and complex. "Cost of Production" is defined as "the total expenditure necessary in producing a commodity." As applied to producing lithography, I shall contend that the "Cost of Production" is not identical in any two concerns engaged in the lithograph business, because neither the operating conditions nor the product are alike in any two of them.

If this hypothesis be true, then it must follow that the lithograph shop or plant that is the most economically managed, and operated under the most favorable conditions, as regards to output, will reduce the "Cost of Production" to the lowest possible level and as a result be able to extract a profit from a lower selling price than the institution not so favorably situated, but most assuredly it *does not* follow that because one lithograph house makes a certain price upon its product that another can do likewise, simply because engaged in the same line of business.

Perhaps a difference of opinion may prevail among us at this point, but be this as it may, the question is, how shall we determine where the "Cost of Production" ceases and profit begins, so that we may *know* the price at which to sell our product in order that we shall be able to extract the profit to which we are justly entitled as a reward for producing lithography.

My theory is that the only correct basis for arriving at the true "Cost of Production" is for each concern to have its own Cost Tables, calculated from its own experience. Such Cost Tables are possible because they exist in other lines of manufacturing, and lithography is simply manufacturing and should be treated as such. The same elements enter into its production as in other lines of manufacturing, although it is true, these elements may be more difficult to measure than in the manufacture of some of the standard or bulk products, for the reason that nearly every lithograph job differs from all others in some particular, but this only emphasizes the greater necessity for *knowing* instead of *guessing* at the cost.

Cost records should be made, not only for the purpose of determining prices, but also with the object of discovering opportunities for economy. It is not enough to know how much a job costs to manufacture, it is most essential that the proprietor or manager should know *why* it costs as much as it does, and if the next job costs more or less than it did the last time it was made, the records should enable the portion of the work in which this difference exists to be promptly and accurately discovered. Indeed, this is the most important element in a really truthful system of cost keeping.

Admitting, then, that Cost Records are necessary, let us first consider the elements entering into the "Cost of Production" of Lithography, which are three: *i. e.*, Material, Time and Expense; second, find a method by which each of them can be measured correctly so that the result will show the

exact amount of each entering into any particular job, either for customer or for stock. To accomplish this, it is essential that the MATERIAL used be systematically charged to each job for which it is used, and the TIME for which employes are paid large sums in wages be accurately recorded and properly distributed. It is only by these means that we can know the cost of lithograph jobs in material and wages, and be able to determine accurately and scientifically (not merely approximately), the actual profit or loss, not only on the whole volume of business done during a given period, but also on each individual transaction.

Having considered the items or elements of the "Cost of Production" and shown the necessity for knowledge of it in conducting the successful lithograph business, let us then proceed to find a method of arriving at, first, the *"Prime Cost"* of lithography, which is distinguished from the *"Cost of Production"* in that "Prime Cost" is distinctly the original expenditure for material, labor consumed, and expense DIRECTLY incurred in producing any lithograph job, while the "Cost of Production," as defined at the beginning, is the *total expenditure* necessary in producing the commodity, and includes the "Prime Cost," with GENERAL Expense *added*.

First—MATERIAL.

It is not difficult to measure the quantity of Material (paper stock) required for any particular job of lithography, since it is usually reckoned by weight (by the unit of pounds), and it is a simple problem in mathematics to calculate the quantity of paper stick required, counting out the sheets of necessary size, making due allowance for waste (say from two to five per cent) according to the rule of the house and the size of the job.

To determine the cost of this Material to the house, you should then add the actual cost for handling (say ten per cent), and to this total should then be added the percentage for profit. Some concerns have in force a rule for considering the waste, cost of handling and profit as one item of percentage, and the best authorities agree that where this method is adopted, fifty per cent should be added to the price paid for the stock, which, by the way, is equivalent to only *one-third* of that part of the Selling Price represented by the Material. Where large quantities of Material are used, the percentage can be reduced according to the judgment of the manager as to profit desired, always bearing in mind, however, that the relation between the per cent added to the first cost of the stock is not the same percentage of the Selling Price.

Second—TIME.

In distributing the item of labor or Time spent upon each job according to the amount of wages paid the employe, a more complex problem is presented for solution.

It is first necessary to establish a system of keeping an accurate record of each employe's time as it is spent upon each job. According to my experience, this can best be done by a machine called the "Calculagraph." By this machine the time devoted to each job in each department is correctly measured. You do not depend on pencil notations by the various workmen, but at the beginning and end of each stage in the progress of the work the time ticket is indelibly and infallibly stamped by the Calculagraph and the starting and stopping point of the workman is not only recorded, but the elapsed time is accurately calculated upon a similar principle as that used in the adding machine.

The Time Tickets are finally assembled in the Accounting Department and there classified by departments, and when this Time is grouped together, with all Material used, the result shows the exact *quantity* of both Material and Time consumed in producing the job.

It may also be mentioned here that the Time Ticket in the Press Department also shows the number of impressions printed on each press, and this being tabulated from day to day, will exhibit the exact number of impressions from each press for any period of Time desired, as well as the idle Time.

When we have found the *quantity* of all Material and Time entering into a job, we determine the value of these items by reducing them to dollars and cents, using the units of pounds and hours, respectively, at the initial cost rate; then by adding the actual direct expense incurred in the several departments to the DIRECT TIME in each, we have the "Prime Cost."

Third—EXPENSE.

But as all labor, material and expense are not directly spent and cannot be charged directly to lithograph jobs, it becomes necessary to provide for its distribution over the various orders. This is done by dividing the lithograph plant into departments, that is, Stock Department, Engraving Department, Transfer Department, Press Department and Bindery Department, distributing all expenses (which I term Department Expense), such as foremen's wages, helpers' wages, rent, fuel, light, insurance, interest on Department investment, taxes and depreciation on machinery and tools, etc., pro rata over the various orders, as a percentage based upon the amount of Production or DIRECT WAGES *only* paid in the department, applied by the value of the hour unit.

All other expense, termed General Expense, or fixed or overhead charges, such as salaries of officers, managers, wages of clerks, travelers, advertising, etc., are likewise loaded as a percentage upon the amount of Direct Wages paid in all the departments of the plant to engravers, transferers, pressmen, etc., being applied upon the same basis of the value of the unit hour of productive time.

An important reason for keeping the two classes of expenses separate is: that the first (Department Expense), may be adversely affected by commercial blunders, which have nothing to do with the direct "Cost of Production." Then, too, it is not wise to treat the two classes of expense as one ratio to the whole, since the percentages are constantly changing, and it would not admit of intelligent comparison where it is done thus.

Having now ascertained the proper amount of material and labor used in any lithograph order, and loaded the fixed or established charges (or expense) upon the direct productive wages by ratio of percentage, as explained, the result will be the true "Cost of Production" of Lithography.

Fourth—PROFIT.

As to what the hourly cost rate should be, I shall not presume to say, as it will vary in each house, being favorably affected by good, and adversely by bad management, but based upon my own experience, I should say that in the Engraving Department the cost of the working hour, with the department's expenses added, which should include the interest on investment in stones and engravings, will exceed fifty cents per hour, then the overhead charges, sometimes called the "burden," should be added, which are equivalent in most cases to the department's cost of an hour, or $1.00 per hour. To this I would add twenty-five per cent of the cost for profit, which would equal $1.25 *per hour Selling Price*, but be equivalent only to twenty-five per cent profit on the labor entering into the Selling Price.

In the Transfer Department the hourly cost may be slightly less than the Engraving Department hour, but would not be less than two or three per cent, as a rule, of the Engraving Department cost. My idea, however, is that the *Selling Price* in this Department should be the same as in the Engraving Department, *i. e.*, $1.25 *per hour*. The Transfer Department expense should be charged with all chemicals and supplies used, abrasion and breakage of stones.

In the Press Department the unit of measure should be the Press Hour, by which I mean the actual time the press is en-

gaged on any particular job, and not the number of impressions printed. The "Prime Cost" of the Press Hour should include the pressman and feeder's, or helper's time, all supplies including inks used, repairs, power consumed, interest on the amount invested in the presses and last, but not least, depreciation or wear and tear on the machines.

On flat-bed stone presses, my experience proves that at this point the average Press Hour costs from seventy-five to eighty-five cents, and with the "burden" added, is fully equal to $1.60 per running hour. This figure is based upon the press running full capacity, and the rate would be increased by the value of the time which the press was not running or idle during the course of a year. Following the same plan as in the Engraving and Transfer Departments, adding twenty-five per cent to the cost, would bring the *Selling Price* to $2.00 *per hour* and be equivalent to twenty per cent profit.

I maintain that after arriving at your "Cost of Production" the information should be the private and confidential property of the concern and not given, under any circumstances, to drummers, clerks or others not interested in the executive end or management of the business. The selling end is concerned only with your Selling Price and especially the minimum, which is the point at which they are supposed to stop.

In passing, I believe it expedient that two of the most important items in lithography, namely, engraving and depreciation of machinery, should be mentioned. The practice of making expensive special engravings (sometimes considered an investment) for customers at the lithographer's expense, although a tradition in the business, I am bold enough to say is radically wrong.

No doubt some of you may have made purchases in iron where patterns were required. Isn't it a fact that you always have to pay for the patterns or for the special machinery necessary, perhaps, to make the article you buy? And pay this price, too, upon the first job. Again, when a steel engraving is purchased, the custom of the successful concerns is to charge for the steel plate with the first job, and I believe this is the correct policy, and if followed in the lithograph business, by charging for engraving on the original order in the first cost, there would be more profit in the business.

The customer should be made to stand the tariff for expensive engravings, and if he was made to pay for the first engraving, the lithographer would not only make a profit, but would stand a better chance of securing his future business, because the customer would follow his investment, just as he does his patterns in iron work; while if the engraving is made at the expense of the lithographer (as is the custom generally prevailing) the customer feels under no obligation to the first party, and with his next order proceeds to work some other lithographer for another engraving, and when he gets two concerns in this position, the unscrupulous buyer works one against the other, as between the mill stones.

Depreciation of Machinery and Working Tools, abrasion of Stones, etc., is an important item in the lithographer's expense. This should be carefully considered by every lithograph concern. Many books have been written, bearing upon the subject of depreciation, treating it exhaustively. It would be presumptuous for me to attempt to lay down any hard and fast rules for arriving at depreciation, and although I have some views about it, I simply desire to refer to the item casually.

Depreciation is defined as a lessening of value, and every lithographer knows that as soon as a new machine is placed in position, it becomes a second-hand article, and that in use there is a constant wear and tear of machinery which must be paid for some time.

There are four factors (says an authority) which enter into the determination of any rule for arriving at depreciation. 1st—The cost of a machine; 2nd—Its estimated tenure of life; 3rd—The extent and value of repairs received from time to time; 4th—Its final value either as scrap or as an implement no longer fit for its original purpose. Whatever rule is determined upon, it should be consistently adhered to for a term of years in order to avoid the accounts of particular years being treated abnormally.

Surely it is not for the fun of the thing that we spend so many weary hours figuring costs. It is not that we like it, but because we must, if we expect to succeed in what we are all striving for, a profitable business. My idea of profit means, not to keep spending all you make buying more machinery year after year, but actual cash, which you can withdraw or extract from your business every year without impairing your capital, and each year showing its profit.

At what stage in the growth of a business from very small beginnings a fully developed cost and expenditure system becomes a necessity is difficult to determine. But that it should be introduced as early as possible is desirable for reasons not connected with its immediate use.

In a small lithograph shop, under the personal supervision of the proprietor who is able the give so much of his time to the affairs of the shop that he is fully conversant with the progress of work through it day by day, a cost system of any kind has but little present value. But as it is in the nature of new businesses to expand into large ones, and that sometimes with considerable rapidity, with a consequent loss of grip of detail on the part of the proprietor, it becomes very important that records shall be available representing what was accomplished in the shop at the most vigorous period of its life, namely, when the need for expansion was becoming felt.

As having a bearing directly on the subject, I quote by permission, from what I consider an eminent authority on manufacturing costs:

"Successful firms are not produced by chance, but by intelligence persistently applied; and the successful firm makes its dividends fully as much by orders which it does not accept as by orders it does accept. They know where profit ends and where loss begins, and when it becomes a question of paying a customer to do his business, they let the other manufacturer have that privilege."

The competition hardest to meet is not usually that of successful firms, who know what they are doing, but of firms whose business creed appears to be summed up in the lines:

"So on I go not knowing,
'Tis blessed not to know."

These are the firms which fail, and whose competition often causes others to fail; and the causes of their failure is largely the result of ignorance of the "Cost of Production" to the manufacturer.

Statistics are often quoted which show that only a very small percentage of the men who embark in business on their own account succeed—those who have given the matter careful thought, say from three per cent to five per cent. Whether this be correct or not, I do not pretend to say; but this we do know, a large percentage do not succeed.

There is a reason for this enormous commercial death rate, and, in my opinion, one of the chief causes is bad accounting, and, as a consequence, ignorance of "Cost of Production," as a manufacturer, and of doing business, as a merchant.

Many men accounted shrewd, having no knowledge of accounts themselves, utterly fail to appreciate the real purpose of bookkeeping and accounting, and act on the assumption that any boy or girl just out of school, who can be hired at the smallest salary and who is wholly lacking in business training, is competent to do their bookkeeping. That might be true if the only function of the bookkeeper were to see that sales were properly charged and accounts collected when due. That work is essential and must be done correctly, if one would re-

main solvent; but there is another function which is equally important and which is too often neglected. Books of account should be so kept that, at the end of each period, there could be made up a statement of the business in each department in all its detail, giving the detailed costs connected with the business. It is not enough that these accounts should go into a few general accounts. They must be subdivided so that comparisons can be made from year to year. If costs are increasing, the comparisons will reveal the fact; if there are leaks, they will be detected and stopped; but that work requires brains and business training, and the salary investment made in employing a competent accountant will yield large returns, giving to the management facts, not guesses, in the matter of "Cost of Production."

The demands of the future will not admit of guess work. The management of the future must have a definite knowledge of the "Cost of Production"—not in a vague and general way, but in a concrete and specific way. Success by the rule of thumb has gone forever, and in the years to come, success will be won only through exact and definite knowledge.

In conclusion, I will say that fifty years ago, though there was a need, there was not a pressing and imperative necessity for the manufacturer to look so closely and minutely into what he was doing. And only the "coming men" feel that necessity now. The older concerns will probably never come to that point, for they will have become exhausted in the effort to find out what was wrong with them.

By C. M. SKINNER.

The necessity for a system of ascertaining cost is so apparent that I assume it is not necessary to advance any reasons for keeping one, as it is presumed each member has one more or less satisfactory to himself, but I am inclined to think that most of the systems are far from being up to date, and I believe it will be time well spent to discuss the advisability of adopting a scientific system to be used by the members of the Association and if possible extend its use to other Lithographers, and thereby secure more accurate costs on which to base the selling price. The great variation at the present time in estimates on work is a serious reflection on the business intelligence of the trade and may be largely prevented by the adoption of a uniform system.

It goes without saying that all of us expect to make a profit on work figured on, but when the great difference in the prices quoted is noted it is evident that someone is wrong, and one is forced to the conclusion that there is a lack of knowledge regarding cost of production and that the method of figuring it is not correct. Some four or five years ago representatives of seven of the larger printing offices in St. Louis met daily at luncheon for several months to determine what constituted cost of printing. A system was finally evolved which was given a practical test for a certain time and then a comparison of the costs reached by each firm was made and the difference was found to be surprisingly small.

Briefly stated it does away with the old plan of adding a per cent to factory or department cost for general expense and profit and substitutes the method of including all overhead expense in the direct cost, the selling expense and profit only being added. The producing hour is the unit of calculation—by producing hour I mean the hours reported by the workman actually engaged on the work. This hour is loaded with all other expense and includes the wages of foremen, proofreading and all non-producing help, rent and all general and office expense. This expense is pro-rated among the different departments, Engraving, Transferring and Press Room, according to the importance of each. Under this system our Lithograph Department is charged as follows:

DIRECT EXPENSE.

Wages,
Repairs and renewals,
Supplies,
Freight and express.

GENERAL EXPENSE.

Rent	on basis	Floor space occupied.	
Light, Heat & Power	"	"	Quantity used.
Insurance	"	"	Investment in department.
Taxes	"	"	Investment in department.
Interest on Capital Invested	"	"	Investment in department.
Depreciation			According to the estimated
Salaries			life of each machine.
Postage	"	"	Producing hours.
Car Fare	"	"	" "
Shipping and Delivery	"	"	" "
Telegraph and Telephone	"	"	" "
Legal Expense	"	"	" "
Items not enumerated	"	"	" "

The cost, of course, is constantly varying as the producing hours increase or decrease, and as the items mentioned above vary from month to month. From our experience we have reached an average cost of the producing hour, which we find does not vary very much in normal years. Each month a comparative statement is made of the actual and estimated costs and in that way we know whether the department is running ahead or behind on the figures adopted. The cost of getting business has no part in the scheme of arriving at the cost of production.

To keep such a system correctly some additional expense for clerk hire will be necessary, but I am satisfied from our experience that it is money well expended. I think it would be well to appoint a Committee to work out the details of the plan outlined and present to the next meeting for adoption.

Committee on Legislation

The suggestion is made that the Committee on Legislation should seek to bring about a reform in our laws so as to protect the printers from unscrupulous sharpers. From the nature of our business the work ordered by one man is absolutely useless for any one else. Printing is ordered from time to time by irresponsible or dishonest people, who know perfectly well that if a printer can be induced by promises to do work they wish to have done, in nine cases out of ten they can beat the printer out of a part or all of the price AFTER the work is done. If the law could be changed so that procuring goods in that way would be a criminal offense, or come under the head of procuring goods under false pretenses, or by fraud, it would be a great help to the printing industry, as well as to the general public. Every one admits that our laws are exceedingly lax in this respect. Printers should be as well protected as banks, or any other line of business, and we should demand such changes in existing laws as will give them this protection. Let our Committee on Legislation start something in this line, and set about securing legislation toward this end. What do other members of the craft think of the suggestion? G. P. S.

THE MILWAUKEE BANQUET

IN RESPONSE to an invitation extended by the Franklin Club of Milwaukee several members of the Ben Franklin Club of Chicago attended the annual gathering and banquet at the Milwaukee Athletic Club Wednesday evening, July 1. The entertainment given the visitors was of high order, and continuous from the moment the train reached Milwaukee at 4:15 P. M. until ? A drive around the beautiful city in autos (owned by printers), was enjoyed until time for the evening gathering. At the table about fifty printers did justice to a very sumptuous banquet. Surely Milwaukee printers know how to do things, and it should be regretted by those not present that more time was not given for all of our members to be notified. Maybe if all of our members had been notified, Milwaukee would have regretted.

At any rate, all the Chicago members were made to feel that nothing was too good for them. After the "eatfest" was accomplished some very fine "on the minute" speeches were heard. Mr. C. H. Owen, of the Twentieth Century Press, acted as toastmaster. Mr. W. J. Hartman, President of the Ben Franklin Club of Chicago, extended thanks for the entertainment, and spoke on the printers getting together, and gave a resume of some of the efforts being made in Chicago. Mr. J. A. Morgan acted surprised when called upon but, by the speech he made, showed preparation of some time.

Mr. Dan Boyle, of *The Inland Printer,* told how to "Sell Goods at High Prices." His talk was very interesting, especially to those present that sometimes solicit orders. Meyer Rotier, in a short speech, gave out some extra good thoughts and was thoroughly appreciated.

Secretary Ellick enumerated some of the false ideas some printers have of prices to charge, and showed how wrong some of the prices were when compared with actual costs. Mr. Ellick was announced to make the principal talk of the evening, and was given a very attentive hearing.

Mr. Fowle considered the meeting one of the best ever held in Milwaukee and the interest manifested very gratifying. He wished to second the remarks made by the previous speakers referring to organizations and systems of cost. His one regret was the absence of any of the craft of Milwaukee. Messrs. Chas. Joys and H. L. Ruggles made a few remarks, approving the efforts of the two cities in trying to improve conditions and further the cause of education in the trade.

Meetings of this kind should be held oftener, none but good can come of the close association, as was evinced there. May the Milwaukee printers visit us, and often.

Those from Chicago who attended were:

W. J. Hartman, J. A. Morgan and wife, O. A. Koss, H. L. Ruggles, L. C. Rogers, M. A. Fountain, E. F. Hamm and wife, Dan Boyle, F. I. Ellick and wife.

Does It Cost More To Operate a Large Press Than a Small One?

Yes, it does, but not as much as is commonly thought. In the first place, the wage cost per hour is the same. If you will glance at your pay roll you will find that you are paying the same wages to the employes on the small cylinders as you do on the large ones. Therefore on the hour basis the wage cost is identical. Of course in the hour on the small press you will get more production or impressions than on the larger one, making the impressions per 1,000 cheaper, but the wage cost per hour does not change.

There is a difference in the total cost per hour (which should include all over-head expenses) and which difference is caused by the additional interest on investment, depreciation, more power and the larger floor space.

Take for example the two sizes to take 25x38 sheet and 38x50. The difference in cost of the press is about $1,500.

Interest figured at 6 per cent. is	$ 90 per year
Depreciation at 10 per cent. is	150 per year
Additional floor space	15 per year
Increased amount of power	25 per year
Rollers, oil, repairs, etc	20 per year
Total, about	$300

Estimated that the press produces two-thirds time, or 1,600 hours, making an additional cost over the smaller size of 19 cents per hour. If the press should produce more than 1,600 hours in the year the difference in cost would decrease, and if you have a complete cost system it is very easily determined.

To figure as close as this is a step farther in ascertaining cost and only shows what you can learn or what figures you can derive if a suitable system of accounting is installed.

For convenience of members of the Ben Franklin Club the Secretary has a supply of the blanks used in the Cost System. These blanks can be had on application. Prices are as follows:

Form 1, Composition Daily Time Record	25c per 100
" 2, Press Room " " "	25c " "
" 3, Bindery " " "	25c " "
" 4, General Summary Blanks	10c per doz.
" 5, Press Room " "	35c " "
" 6, Composing Room Pay Roll Blanks	$1.25 per 100
" 7, Press Room Pay Roll Blanks	1.25 " "
" 8, Bindery " " " "	1.25 " "
" 9, Monthly Statement of Cost	35c per doz.
" 10, Job Ticket Envelopes	70c " "
" 11, Individual Job Cost Sheet	50c " "

The legislative committee, under the guidance of its chairman, Mr. L. C. Rogers, and through the kindness of Mr. W. J. Whitman, the superintendent, had an interesting visit at the House of Correction. On account of the rumor that the city intended enlarging the printing plant in this institution and doing more of the city printing it was thought well to investigate. The visitors found Mr. Whitman very willing to show them through, not only the plant, but the entire confines.

The printing plant is small in size, containing three jobbers, one small cylinder press, one ruling machine, one cutter, and composing department in comparison. The number employed were nineteen. The work turned out is only fair and very little compared with the amount of help. It is to be presumed and agreed that none of the best workmen go there for employment. The plant is very ably managed and in no sense can it be considered very much of a competitor at the present time. Two hours were spent going through the buildings and grounds. The cleanliness, system and alertness of the employes shows Mr. Whitman to be a very capable manager. The committee is greatly indebted to him for the attention devoted and the permission granted to resume liberty. The club appreciates the interest Chairman Rogers is taking in his committee and much good will come of their labors.

Directory of Watermarked Papers

Carried in Stock by the Paper Houses of Chicago who advertise in the Monthly.

BOND

AGAWAM	J. W. Butler Paper Co.
ALEXANDRIA	J. W. Butler Paper Co.
AMBASSADOR	J. W. Butler Paper Co.
ANCHOR "LINEN FINISH"	Dwight Bros. Paper Co.
ARROW	Bradner Smith & Co.
ASTORIA	Bradner Smith & Co.
BANNER BOND	Chicago Paper Co.
B. F. C. BOND	Knox & Wolcott Paper Co.
BIRD	Bradner Smith & Co.
BROTHER JONATHAN	J. W. Butler Paper Co.
CARBON	Bradner Smith & Co.
COLONIAL	Bradner Smith & Co.
CREME	Bradner Smith & Co.
CACTUS BOND	Cady Paper Co.
CHICAGO BOND	Chicago Paper Co.
CRANE'S BOND	J. W. Butler Paper Co.
COMMERCIAL	Bradner Smith & Co.
CRANE & CO.'S BOND AND PARCHMENT PAPERS	Bradner Smith & Co.
CHANCELLOR	Bradner Smith & Co.
CRETONNE	Bradner Smith & Co.
CENTRAL MARKET	Bradner Smith & Co.
CARDINAL	Bradner Smith & Co.
CHINESE	Bradner Smith & Co.
DAMASCUS	Bradner Smith & Co.
DANDY (Watermarked)	Cady Paper Co.
DANISH	Dwight Bros. Paper Co.
DANISH PARCHMENT "LINEN FINISH"	Dwight Bros. Paper Co.
DIAMOND	Dwight Bros. Paper Co.
DIPLOMA	Bradner Smith & Co.
DUPLICATE	Bradner Smith & Co.
ELSINORE BOND	Knox & Wolcott Paper Co.
ENGLISH BOND	Chicago Paper Co.
FAIRFIELD PARCHMENT "LINEN FINISH"	Dwight Bros. Paper Co.
FRANKLIN BOND	Knox & Wolcott Paper Co.
GUARANTEE	Dwight Bros. Paper Co.
HALIFAX	Bradner Smith & Co.
HOUSATONIC	J. W. Butler Paper Co.
HICKORY BOND	Chicago Paper Co.
HICKORY, PLATE FINISH	Chicago Paper Co.
ILLINOIS BOND	Chicago Paper Co.
IRVING BOND	Knox & Wolcott Paper Co.
JAPAN "LINEN FINISH"	Dwight Bros. Paper Co.
LAKESIDE	Bradner Smith & Co.
MAIL ORDER	Bradner Smith & Co.
MANIFOLD	Dwight Bros. Paper Co.
MAP	Bradner Smith & Co.
MAJESTIC	Bradner Smith & Co.
MOSCOW	J. W. Butler Paper Co.
NATIONAL BANK	J. W. Butler Paper Co.
NORSE BOND	Knox & Wolcott Paper Co.
OLD DEERFIELD	Dwight Bros. Paper Co.
OLD HAMPDEN	Chicago Paper Co.
OLD HAMPSHIRE	Bradner Smith & Co.
OLD STAMFORD BOND	Knox & Wolcott Paper Co.
OLD VEDA, LINEN FINISH	Chicago Paper Co.
ONION SKIN	Dwight Bros. Paper Co.
ONYX	Bradner Smith & Co.
PANAMA	Dwight Bros. Paper Co.
PAUL JONES	Bradner Smith & Co.
PALE, LINEN FINISH	Chicago Paper Co.
PANDORA BOND	Chicago Paper Co.
PARSON'S BOND	Chicago Paper Co.
PHELPS PROTECTIVE PAPER	Chicago Paper Co.
PLYMOUTH	Dwight Bros. Paper Co.
POLICY	J. W. Butler Paper Co.
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PUBLICITY BOND	Knox & Wolcott Paper Co.
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SPHINX	Bradner Smith & Co.
TEKOA LINEN	Bradner Smith & Co.
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UNITY BOND	Chicago Paper Co.
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VOUCHER	J. W. Butler Paper Co.
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WILD GRASS BOND	Knox & Wolcott Paper Co.
WIZARD	Dwight Bros. Paper Co.
WORONOCO	Dwight Bros. Paper Co.
YANKEE BOND	Knox & Wolcott Paper Co.

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ATLAS	Dwight Bros. Paper Co.
BANKERS' & MERCHANTS'	Bradner Smith & Co.
BANKERS' & MERCHANTS' LOOSE LEAF	Bradner Smith & Co.
BANKER SAFETY	J. W. Butler Paper Co.
BRADNER, SMITH & CO.'S No. 1	Bradner Smith & Co.
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LEDGERS—Continued

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GERMANIC	Bradner Smith & Co.
ILLINOIS LEDGER	Chicago Paper Co.
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MOUNT ROYAL	Knox & Wolcott Paper Co.
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PARAGON	Knox & Wolcott Paper Co.
RUSSIAN	Dwight Bros. Paper Co.
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STANDARD MILLS	J. W. Butler Paper Co.
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HORNET LINEN	Chicago Paper Co.
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PARSONS	Dwight Bros. Paper Co.
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WINNEBAGO FLATS	Bradner Smith & Co.
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P. SUPER	Dwight Bros. Paper Co.
SUPERIOR	Dwight Bros. Paper Co.
VERONA LAID	Dwight Bros. Paper Co.
WIZARD ENAMELED	Dwight Bros. Paper Co.

Food for Thought

An article so easily understood and so thoroughly adaptable to the printer, we cannot help reproducing it here.

How many printers in figuring cost use the wages only and forget the many items that should be added.

Supposing a man told you that it cost him $100.00 a year to dress—and you found out that he figured only his tailor bills in his estimate—?

You'd at once say, "Well—but, my dear sir—you're fooling yourself.

"What about the money you spend for collars, ties, handkerchiefs, shirts, underclothing, shoes, hats and so on and so forth?"

That's what you'd think, even if you didn't say so.

* * *

Speaking "Powerwise" that's just what a great many manufacturers and users of machinery do when it comes to figuring their cost for power—they add up their fuel bills for a year plus the salary of their engineer and call that their power cost.

They forget such trifles as 10 per cent depreciation on plant, rental value of engine space, interest on plant investment, repairs to engines, boilers, dynamos, belts, etc., and such miscellaneous expense as oil, waste, packing, removal of ashes, taxes on plant, increased fire and boiler insurance, etc., etc.

Or—if they take these "trifles" (?) into account at all they put them in at a ridiculously low figure.

Now—the point is—are you acting squarely by yourself in this matter?

You would not want to pay a man a good salary if he put in two-thirds of his time loafing on you—now would you?

TO THE MEMBERS OF THE BEN FRANKLIN CLUB.

We want you to carefully go over the advertisements in this monthly and see if it is not possible for you to patronize those that patronize us. Every one are reputable firms and have goods of merit. In addition they are advocates of our efforts and are assisting us as much as possible. With the great interest you do feel in the club work it must be a pleasure to see the co-operation of the supply houses and the generosity with which they appeal to us for our trade. It is reciprocation well placed and while no doubt each and every advertiser feels that he is getting dollar for dollar, we want to add to the value of an "ad" in our paper. Do it now. Remember our friends are the ones that advertise with us.

Editor.

DINSE, PAGE & CO.

ELECTROTYPERS
NICKELTYPERS
STEREOTYPERS

429-437 La Salle St.
Chicago

TELEPHONE HARRISON 7185

EXCHANGE and FOR SALE

Under this head we will be pleased to list any odd stocks or old machinery you may wish to dispose of, making a charge of ten cents per line for each insertion. There could be no better or cheaper way of reaching the printers of Chicago than by this means provided you have something to dispose of that is used by them and on which you are able to make an attractive proposition to a prospective buyer.

FOR RENT—All or half of fourth floor 337-339 Dearborn Street, 48x61 feet. Low rent, elevator and steam heat. Good location for printing office.

FOR SALE—Bookbinders' standing press in good order, cheap. Make us an offer. Address Blakely Printing Co., 126 Market Street.

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Importers Paper Makers Jobbers
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CHICAGO

We are Closing Out the Following Lines as *JOB LOTS:*

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Abbotsford	$ 0.06½ per lb.
Armory, light weight	.10 " "
Belgrade	.04 " "
Blackfriars, 20 x 25	3.50 " rm.
Blackfriars, 22½ x 28½	5.00 " "
Cheviot	.03 " lb.
Embossed Fort Dearborn	2.75 " rm.
Embossed Yellowstone	2.75 " "
Embossed Ulster	4.00 " "
Franklin Gray and Red	.03½ " lb.
Gobelin	5.00 " rm.
Inland, 20 x 25, C I S	4 50 " "
Japan (French)	6.50 " "
Korean Bamboo Bark and Basket	3.75 " "
Madras	.07 " lb.
Old Cloister, 23 x 28½, lt. wt	9.00 " rm.
Oriental	.05 " lb.
Panama	13½ " "
Raw Silk	.03 " "
Rhododendron	.08 " "
Shandon	.05½ " "
Velour	.04½ " "

Book Papers

Old Downshire, deckle-edge	.06½ " "

See July 1st Catalogue for Quantities and Colors

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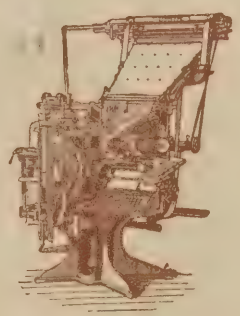

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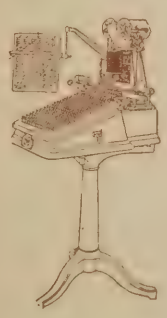

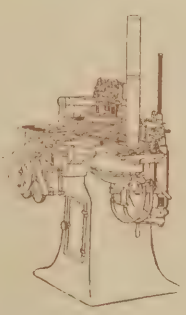

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BEN FRANKLIN MONTHLY

Vol. V. September, 1908 No. 1

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CHICAGO

A JOURNAL FOR THE EMPLOYING PRINTER AND ALLIED TRADES

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Ben Franklin Monthly

DEVOTED TO INTERESTS OF EMPLOYING PRINTERS

VOL. V. CHICAGO, SEPTEMBER, 1908 No. 1

Cooperation, in a spirit of mutual confidence, will make missionary work a power—through which we can secure Chicago printing for Chicago printers

Why Be Fooled?

IN conversation with a member of a West Side Printing concern the question of Cost came up. He was asked whether they had a Cost System. In answer he said "they did not and he could see no reason for one."

Answering the question as to how they could arrive at a selling price when the Cost was not known, he said, "Why, we know the Cost. I have been in the business fifteen years and in that time I ought to learn it." He was then asked what their Costs were. Answering this he stated that "composition cost 60c per hour, cylinder press-work $1.00 per hour." To this they added 25% for over-head. In figuring bindery work they sold the work for 50% added to the Union scales and that, as 25% of their wages covered all over-head, they were making a profit of the 25% that was left.

Asked as to how he arrived at the cost of 60c per hour for composition without some records, he stated "that they knew it was 60c." The question as to the cost of press-work was answered the same way.

Is it any wonder that prices are not uniform in the printing business? The supposed cost is the basis that most printers use. How they succeed is to be wondered at. A merchant must know his cost before putting a price on his goods. But here is a business that is made up of indefinite cost, a production that has for its basis the pay-roll.

To know cost must be to know the actual percentage the expenses are to the pay-roll, and in addition, to know how much of the pay-roll is non-productive so that each producing hour can have added to the wages paid the percentage of the non-productive time and which will then give the net wage cost of the hour produced. After knowing this wage cost it is only then necessary to add to the wage cost the percentage of the expenses to the pay-roll to find the full cost per hour.

Now why doesn't the printer want to know his cost and put in some sort of a system to find out? There is a weakness somewhere. No class of business requires the knowledge for management as the printing business, but when it comes to system and the ascertaining of cost this part of the work is passed over with less concern than the buying of the smallest article.

The Ben Franklin Club asks you to investigate and get wise. Know your cost and probably you will get an explanation of why it is so hard to meet your pay-rolls and satisfy the paper man.

Today

THIS, then is your day—you all are measured and weighed by what you have done today—not what you accomplished in the past—but what you are doing today—NOW!—that is what counts—so let us get busy!

Begin at once—look the field over, as it were—let us see what can be done to improve the business—get the help in the most helpful mood—get enthusiastic.

Get the Cost System working—see that the daily time tickets are filled out correctly. Keep close watch on the summary sheets. Then see that the selling price is right and watch the profits increase.

It's a fascinating work we're engaged in—something doing all th' time—we are in the very midst of it—and now let's get the best—the most—out of it.

Let us each one study the "whys" of our business—and do it today.

Get Together

A GREAT many business men seem to think that men cannot be competitors and be friendly; in fact, the large majority of those engaged in the printing business act as if it would be impossible for anybody else to be engaged in the same line in the same town with them and even be honest. Happily this state of affairs is not nearly so frequent as it once was. However, it is too often the case now that much valuable time is wasted in talking about the "other fellow" and planning how to get ahead of him. The matter of prices is the cause of most of the trouble. It is well to remember that if the man across the street or in the next block should fail, move away, or for some other reason quit business, somebody would take his place. Competition cannot be done away with. There is no use in trying to run it out by cutting prices. Whenever you make the price so low that it does not allow you a living profit you are hurting yourself as much as you are the competitor. In fact, if business is done at a loss, the competitor can stand it longer than you can—unless he is as big a fool as you are and retaliates by selling below cost. Don't believe everything customers tell you about your competitor. People like to carry tales; a great many who stand well in the community will not hesitate to misrepresent and even lie outright to get a concession in price. Aside from the loss of profit, it makes you a price-cutter and causes the customer to want reductions on future business. Another thing: most people cannot resist telling their acquaintances of the "bargains" they get. Others think they are entitled to the same price when they purchase. Remember that your competitor probably hears just as many bad things about you as you do about him. If you knew him better you would probably find that he is not such a bad fellow after all. Get on friendly

terms with him if possible. He would likely meet you half way. When somebody comes in with a story about what can be done at the other shop, wait until this somebody goes out, then telephone your competitor or see him soon and ask about it, and invite him to act the same way toward you. So, get together. Establish prices that give a fair profit. Nobody can deny that you are entitled to this much.—Board of Trade Printer.

To Some of the Employing Printers of Chicago

AS an employe of a printing house in this city and a frequent attendant at the monthly meetings of the Ben Franklin Club, I would like to be permitted to say a few words to the employing printers of Chicago.

It occurs to me that if I were the owner of a printing business, and knowing the objects and purposes of the Ben Franklin Club as well as I think I do, you would not have to coax and haul me into the club, as it seems necessary with some, but on the contrary, you could not keep me out. The object of the club, of course, is mutual benefit, but the fundamental principle is to teach the printer how to "get the price"—that is, a fair price for his work—by aiding him to arrive at the cost. Without knowing the cost he cannot intelligently figure the price, and the price, you know, has considerable to do with the printing business. At each meeting the members submit jobs to be figured on, and the estimate for each part of the work is posted on a blackboard by the Secretary. In this way each member may get an idea as to the way jobs are figured by others, and it undoubtedly proves to be an eye-opener to many who are in the habit of guessing too much or leaving out entirely important items that must be figured in to find the "real cost." Suppose we divide the printers into two classes. The one who knows how to figure, and gets the price, and the other who does not know how to figure and does not get the price. There is no doubt that membership in the club will benefit both classes. If you belong to the former, get in and help teach the others how to figure, and thus eliminate some of that "fierce" competition you are up against every day. You will be benefited thereby. If you belong to the latter class, get in and learn what it costs to produce printing. Learn about things that you have probably not thought of before. You will be benefited also. If you are not a member, attend one of the monthly meetings. You will no doubt be welcome, as I understand it, the B. F. C. was organized for the benefit of ALL the printers of Chicago who are willing to become members and thereby aid in putting the printing business of this city on a sound and profitable basis. Whether you are the proprietor of a large shop or a small shop, whether you do or do not know how to figure the cost, get into the club. You couldn't do yourself a bigger favor. A FOREMAN.

A PRINTER'S ADVERTISEMENT.—The stationery printed in this office is giving the best satisfaction. Last week we printed one thousand statements for a man, and by their aid he collected a small fortune. Two months ago a man bought of us some notepaper and envelopes to use when writing to his sweetheart, and now he is married. Another young man forged a name on a cheque printed at this office, and is in the penitentiary. Another young man stole some of our paper to make cigarettes with—he is dead. A young lady bought some of our paper to curl her hair on, and now she has a beau. (We only have a few packages of this kind in stock.) By using our stationery a person can collect old accounts, tell fortunes, make rain, change the color of the hair, have the teeth extracted without pain, and find out the name of the future husband or wife, be successful in business, triumph over enemies, or be elected to office. Give us a call.—Exchange.

Trade Notes

Ivan A. McKenna, for many years with R. R. Donnelley & Sons Co., became general sales manager of the Manz Engraving Company September 1. Mr. McKenna will make occasional trips through neighboring states, and will have headquarters at the Manz sales office in the Majestic Theatre Building.

Mr. Louis Schauppner, who is probably the best known salesman in Chicago and the Middle West, in the Type Founding and Printers' Supply business, and is now located at the Crescent Type Foundry, will be with the new management at the American Type Founders Company, 203-205 Monroe St., after September 1st. He will be glad to see his friends, who may feel assured that their interests will be better looked after than ever.

The advent of the half tone process of engraving appeared to sound the death knell of wood engraving, and many printers predicted that the new method would entirely eliminate the old hand work. It did not take very long, however, to find out that the half tone process was not the best method of engraving for all purposes. To reproduce machinery, furniture, harness, vehicles, jewelry, and such things, wood engraving still maintains the supremacy. Many catalogue houses who adopted the half tone process as the best way of illustrating their goods, have gone back to wood cuts. Chicago is a large city and has some big things, so we are not surprised to learn that the largest wood engraving establishment in the world is located here. Hawtin Engraving Co., claim this distinction, employing 35 wood engravers, and besides having the largest plant for that work, they also carry the largest line of stock advertising cuts in this country.

The Printerman: His Woes

The printerman is a busy man,
  A busy man is he.
He figures all the blooming day,
  At night he's made a V (?).
He takes a job for just the same
  That it was done last year,
Because the man who wants it done
  Loves him so much (oh, dear!).
He figures time at fifty cents
  That costs him eighty-five,
And gets the rest from some soft bank,
  My goodness sakes alive!

He gives the man who wants the job:

The use of his types, four quoins, six strips of reglet, a part of the rent, a pint of benzine, repairs on electrotypes, six sets of proof, changes the style of title-page, a little grey matter, and then buys him a drink.

SUCCESSFUL organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticise those who do things that tend to make organization a success.

THE PRINTER-MECHANIC

By SENECA C. BEACH, President Western Master Printers' Association, in the Franklin Printer

MERCANTILE agencies tell us that 95% of the men who go into the printing business fail. Why? This question is the altogether paramount one which confronts all thinking printers in every city, town and hamlet in the United States. There is some hope for the printer who thinks for himself, but the one great difficulty has always been that printers don't and won't think. Most of them have thinkers to think with, but there is a certain proportion who seem to have nothing to think with. I want to talk to those printers who CAN think, if they will take the time, and who are interested in their business and who want to make a profit on their labors.

Concretely, the primary reason why most printers fail in business is the fact that they are mechanics and not merchants. They can do the mechanical work of producing, well enough, but they don't know what it COSTS to produce printing, and therefore they cannot charge the right price nor the profitable price. Why? Here are some of the reasons:

A dry goods merchant hires a boy to run errands, etc., and eventually that boy will advance step by step until he becomes a salesman. When the boy progresses to that stage, he necessarily must know and does know the COST of every article he sells, because everything he sells is marked with the cost price. There is no guessing. The dry goods clerk naturally and gradually becomes a business man, for every day and many times a day he sells goods and MUST know the cost of every article he disposes of. There comes a time when this clerk becomes ambitious and starts a store of his own. From the outset he is well equipped with a business education, acquired through his daily and hourly association as a clear dealing with customers. He has learned COSTS in his previous every-day work. This knowledge makes him know how to buy as well as know how to sell. And the day he opens his own store he is fully equipped with a business training which has taught him the vital part of every business—COSTS.

Let us now follow the career of a boy who starts to work in a printing shop. The boy begins with sweeping out and running errands. If he is a bright boy it will not be long before he advances, either to feeding presses or to learning the cases. If the former, he eventually becomes a pressman; if the latter, he develops in time into a compositor. In either event we will concede that he finally becomes a first-class workman. But in all these years that he is perfecting himself in mechanical details, what does he learn of the business end of printing? Nothing whatever, absolutely nothing, for he has had no opportunity. He has been busy every day and every hour of the day in the back shop earning his weekly stipend. He has not been concerned about the business end of the plant, for it never comes under his observation. He has not acquired a business education and he has no business equipment of any sort, and for very good reasons.

(I am presupposing that every printing shop is started by a mechanic who knows the printing trade in some of its mecanical branches. For the history of printing in the United States teaches us that 99% of the printing shops have been started in a small way by mechanics of the trade.)

So we have arrived at the point where the compositor or pressman has become ambitious (like the dry goods clerk) to work for himself. He has saved a few dollars, as becomes a frugal and good mechanic. The first thing he does is to go to a type foundry, where he buys a small plant, usually paying from 10 to 25 per cent cash and the balance he will owe the type foundry for. The printer-mechanic then goes forth to compete with the printer-business man. The result is easily foreseen, for it has been realized so often and so invariably. The exception to the rule is so infrequent that we might say with all truthfulness that all printers fail. This printer-mechanic turns out good work and attracts two classes of trade. He secures for patrons those customers who want good work and the other class who always want printing very cheap. The printer-mechanic has had no opportunity of learning what it costs to produce a given piece of work. He is still busy all day (and sometimes part of the night) making his plant produce its utmost capacity. All his energies are bent towards keeping the wheels turning. He is satisfied to keep busy, and if at the end of a few months he finds himself unable to pay the type man and the paper dealer, he is utterly unable to assign the cause. He has been doing a good (?) business—so he says. But he has been doing it without a profit. He does not know the latter fact for he hasn't learned the COST of production. If the type foundry or paper man crowd him for the money due them he inwardly or outwardly curses them for their efforts to secure their just dues. He is the last man to think of (or to learn about) his own capacity—for his inability to charge a profitable price. He continues to try to do business with no knowledge of the business end of his efforts. He is so entirely busy with the mechanical work that he grows deeper and deeper in the rut until finally he can't see out of the ditch. Then the type foundry and the paper man come into their own—or a part of their own—some one takes the plant and sells it to another fool, and so it goes *ad infiitum*. A new sucker is born every second.

To help himself (this printer-mechanic) to arrive at the end sooner, he studiously avoids his competitor in every way, never cultivates his acquaintance or friendship, but walks on the other side of the street. He often calls him hard names, and if a customer comes to him and tells him that his competitor across the street will do the job for $3.00, he is so idiotic as to believe the lying customer and will take the job for $2.75. Not that there is any profit in the work at the price. The printer-mechanic doesn't consider that point of view at all. It is sufficient for him to secure the job and take it away from his competitor. He seems to think (if he thinks at all) that the Lord will provide. He believes in the old adage: "The Lord looks out for fools and children."

There is no end to such examples as cited. You, my dear reader, know full well that the picture is a truthful one. I could relate dozens and hundreds of actual cases which have come under my observation, just like the one above.

What is to be done? There is only one thing to do. Experience, covering a long period of years, has taught us what to do. And experience is a great teacher. Experience is usually expensive. That is why it is so valuable. Printers MUST organize. This has been most effectively proven wherever and whenever it has been practically tried. In every city where a master printers' organization has been effected, printers generally are making money. Where there is no organization printers generally are cutting each other's throats and are counted among the bums and dead beats. They are counted bad insurance risks by both fire and life companies. Not every individual—but at least 90 in each 100. Think it over. Which

class do you want to continue with? With which class are you proud to belong? Do you want to become a business man or continue as a mechanic without a profit on your investment? Isn't it about time you were deciding? Have you a wife and children who would enjoy a home with the same comforts that are enjoyed by your friends in other lines of trade? Isn't your family entitled to some of the luxuries that your dry goods or boot and shoe neighbor enjoys? Haven't you the intelligence to earn something good for your children, or are you going to remain content with barely eking out an existence? Are you going to admit that the scavenger who hauls away your ashes is brighter and smarter than you are? He belongs to an organization whose members do not cut the price. Are you going to continue to be the only idiot who allows the customer to make YOUR price? Don't you know that the type man, the ink maker, the press builder, the paper seller, the pressman, the feeder, the compositor, the apprentice, the rent landlord, the telephone company ,the light company, the grocery man, the fuel dealer, the dry goods store, and ALL of them you pay your hard-earned money to make the price that you MUST pay and that you have no voice in the making? Why not make a trial of being a real man—business man—and make your prices on your own products which you sell to them?

Organization is the only way. You MUST get close to your competitor. You must get closer to your competitor who knows what COSTS are. And if you have no manner of knowing who your competitor is who DOES KNOW what costs are, look around and pick out the printer who is unquestionably making money. Look for the man who owns a horse and buggy or who rides in an automobile, whose wife dresses well, whose children enioy some luxuries, whose family takes a vacation every year. Seek out the printer who associates with other live business men and whose advice is sought and whose help is solicited on occasions of public enterprises. You can find such a man easily. And when you do find him, get close to him, and in nine cases out of ten you will find him a man who has started as you have started—at the bottom. But he has grown in business wisdom while you have only advanced mechanically. Such a man is usually a strong advocate of printers' organizations. He keeps books and KNOWS what it costs to produce printing. He is mostly a broad-minded man and is glad of the opportunity to help the younger printer to a knowledge of the business end of the printing business.

Again. Subscribe and READ some trade journal. Every issue of every one of them pays you twenty times the cost. Learn what other men are doing in your line of trade and how they are doing it. Profit by the experience of others. A wise man sometimes changes his mind—a fool never. Don't be a clam. Don't be a fool. Learn to be a business man. There is only one way, and that is to join an organization and learn from your competitor. He can teach you. Your customers cannot.

Government Printing Office

THE report of W. S. Rossiter upon conditions in the Government Printing Office made confidentially to the President was made public only recently.

This report is very interesting in the fact that it only states something already known, that is, the department does not pay, but does not give any reason for it.

For the non-necessity of a Cost System the excuse is made that there is only one customer (themselves) and as long as they have to pay the bills why have a system to make matters worse by telling how much those bills are?

The running of the Government Printing Office should be as carefully investigated and systemized as any other department of the Government. Had only a simple system been in use there would never have been need for the general summing up by Mr. Rossiter in the assertion that "there have been abuses and maladministration."

With a simple system such as the Ben Franklin Club is advocating these abuses would have shown up and could have been corrected long before they were of any consequence and with a very little cost for the keeping of records.

If the Government Printing Office is for the purpose of doing the printing of this Government for cost, why not know this cost? It is business-like to know the cost, then if found too great, try to reduce the cost or go where the article can be procured cheaper.

One of the excuses for allowing a higher cost is the need for quick service at times. This is probably the saner reason and of course should be taken into consideration. Even with this demand that feature could be considered and a higher cost be allowed, but let us know the cost.

Maybe Mr. Stillings did, in his partial theoretical way, overstep the mark in trying to find out actual figures, and had incurred an enormous expense, but do not all progressive concerns sometimes do this and do not they have to send good money after bad to learn where the bad ways are?

It might have been a good investment to spend $147,000 to save $600,000 and after finding out the way to save the $600,000, the same methods could have been used to save the detective sum.

The Cost Committee of the Ben Franklin Club of Chicago offer their services for a much smaller cost than is mentioned and will guarantee results or no pay. Think it over.

What Others Think About Us

MILWAUKEE, AUG. 20, 1908.

Mr. W. J. Hartman, Pres., Chicago, Ill.:

DEAR MR. HARTMAN:

I am sending you enclosed herewith copy of the resolution adopted by the Franklin Club of Wisconsin, and beg to assure you that all of our members greatly appreciate the practical help that has been given to us by Mr. Ellick through the courtesy of your organization.

We are looking forward to your visit in Milwaukee in the near future. I trust that at some time it will be possible for us to render some service to you and your organization that will in a measure pay you for the efforts made in our behalf.

Yours very truly,

CHARLES GILLETT,
Secretary.

WHEREAS, The Ben Franklin Club of Chicago has co-operated with our organization by permitting their Secretary, Mr. Ellick, to spend considerable time at work, in conjunction with our local organizer, thereby rendering material assistance in the work of the Franklin Club of Wisconsin; therefore, be it

RESOLVED, That a vote of thanks of the Club be extended to the Ben Franklin Club of Chicago and to Mr. Ellick, and that a copy of this resolution be transmitted to the Ben Franklin Club as a slight token of the appreciation in which the assistance rendered is held by us.

SUCCESSFUL organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticise those who do things that tend to make organization a success.

TIMELY ARTICLES ON COST SYSTEMS

ONE SUFFICIENT REASON that a printing office should put in a cost system is the fact no business can be successfully run without a knowledge of its cost. In order that the subject might be more forcibly put before the printers a request was made of several members of the Ben Franklin Club to write an article embodying some of the many reasons for putting in a cost system. The following articles show careful thought and consideration of the subject. It is hoped that the good logic contained will strengthen the appeal of the Ben Franklin Club to ascertain your cost.

By WILLIAM C. HOLLISTER
VICE-PRESIDENT THE J. MANZ ENGRAVING COMPANY

THAT some system of determining the cost of production is prerequisite to the successful conduct of any business is so obvious that it requires some effort to dispassionately cite reasons therefor. In no line of industry is the necessity greater than in our own, and if I believed there were those among us who would seriously argue to the contrary I would be ashamed to acknowledge it.

To many proprietors of shops of both large and medium size I have no doubt the installation of a cost system seems a tremendous undertaking, but when stripped of needless red tape and frills there is really nothing to it except to provide each employe with a blank upon which he or she can record the time spent on each order number worked upon during the day. Assembling these blanks each twenty-four hours and transferring the figures to record sheets or "tickets," one for each order, is a very simple proposition and would be invaluable if serving no other purpose than requiring each employe to account for every hour for which payment is expected. Once a year, is, in my judgment, often enough to revise the figures upon which the cost per hour of the various operations is computed, as of necessity these costs will fluctuate somewhat from month to month.

But I am not only digressing from the topic assigned me, that of citing reasons for the keeping of costs, but perhaps am encroaching upon ground which others will cover far more ably.

An excellent reason, to my mind, why every printing establishment should keep as accurate a record of its costs as of its bank account, is the necessity for dispelling the prevailing impression among buyers of printing, that many printers do not know what their costs are. When we can demonstrate, by greater uniformity in our estimates, that we have this knowledge, less "shopping around" will be indulged in, and more than the meagre number of us now so favored will be given orders on honor, the billing price to be determined by adding a reasonable profit to the actual cost. No sane person would place an order on that basis with a printer having no cost system and who, upon completion of a catalogue or booklet, must guess about how much the customer will pay without a lawsuit.

While quotations for printing and binding one hundred thousand "black and white" catalogues range from $1,850.00 to $3,695.00, as was the case on a recent State street proposition, need we wonder that mimeographed requests for estimates are occasionally sent out by otherwise well meaning concerns? And the allurement of a possible low price, and the gambling chance that a low price printer might happen to produce a passable catalogue, are likely to continue as demoralizing factors, at least for the medium grade shops, long after the Ben Franklin Club's efforts to educate its members along cost lines have been, as they must be, crowned with success.

COST SYSTEM ESSENTIAL TO SUCCESS
By GEORGE SETON THOMPSON

AS a general proposition every individual desires and expects to make a success of life. This is eminently natural and proper. Printers are no exception to this general rule. However, desire is one thing—actual results frequently very different.

The number of printers who have not made a success of life is large, though perhaps not greater than the average in other lines. In this symposium, printers being under discussion, our attention is devoted to them exclusively. The number of those who do not succeed is sufficient to warrant an effort being made to learn, if possible, why they failed. If we can find our WHY, others to come may take advantage of the experience and knowledge of this discussion and avoid the errors and mistakes which caused defeat to their predecessors.

Every effect has a cause. Now the question is, What is the CAUSE of so many failures? To my mind, the principal

reason is that the majority of employing printers are mechanics, and do not consider themselves as merchants or manufacturers. Not one in a hundred is a business man. Printing is not merely a trade. It is a combination of professional, mercantile and mechanical business; therefore, a printer should be a professional man, a merchant, a manufacturer and a business man.

Whoever heard of a professional man going into business for himself without a thorough training? A merchant requires years of experience—selling, buying, meeting men in various capacities, studying men and how to handle them—before he would attempt to go into business for himself. A mechanic spends perhaps four or five years (I speak only of printers) learning to set type and get some idea of press work, and then thinks he is competent to start business for himself.

The professional man KNOWS what his services are worth in a given case, and charges accordingly. The merchant KNOWS what it costs to do business, what goods cost, what bad accounts average in a year, what profit he must add in order to meet his obligations and take care of his family. The mechanic knows WHAT? Well, *what he is paid per hour.* He knows absolutely nothing of accounts, of capital requirements, depreciation, cost of production, cost of doing business, or what he should charge for his product.

To succeed in any line of business several things are essential. Knowledge of the business, knowledge of accounts, some knowledge of banking, of credits, of buying, of selling. A man must be honest, honorable, not afraid to work, and he must persevere.

In the printing business the matter of obtaining the actual cost of production is a very complex affair. It is different from almost any other line. This makes it all the more imperative that costs should be accurately determined.

On a number of occasions, when talking with good, "practical" printers about starting in business for themselves, the argument was usually advanced about like this: "An office can be put in for $1,500.00, paying $200.00 down, and the balance in monthly installments, with interest. I can make wages every week and be my own boss." In all the calculations nothing was allowed for depreciation, insurance, interest, bad accounts, or any of the thousand and one incidental expenses inseparably connected with operating a business, because they did not KNOW. Then the last argument, "I can be my own boss," is the greatest fallacy of all. A man in business cannot be his own boss. If he would succeed, and every one expects to succeed when beginning business on his own account, he must be the servant of his patrons. It is by their favor he secures trade. To please his customers and secure a continuance of their business he must do many things more or less distasteful. One must overlook snubs, and take criticisms as compliments.

In order to maintain his credit, paper and supply bills must be met promptly; every week wages must be paid, whether the "boss" gets any or not; while the rent man, the telephone and power trusts simply will not wait for their money. Without working capital the beginner is at a great disadvantage. In order to get ready cash to pay these pressing obligations, all of which receive little or no attention in the original plans, work is done at cost or less, and in addition a discount for cash is allowed. The result is complete demoralization of the business, and all because he did not count the COST beforehand. How could he? He did NOT KNOW. Some profited by bitter experience, but more were obliged to give up business and seek work at the case. This is no exaggeration, but plain, unvarnished truth.

If a man has a thorough knowledge of business rules and procedure, one of the very first things he will do in embarking on his own account will be to figure out what it costs to produce the goods he intends to sell. This is essential. He must KNOW. If he guesses and puts the price too high, he cannot get trade. If he guesses too low, he must fail. There is no other alternative.

If he is honest, he will be honest with himself, as well as with his fellow men. If upright and honorable, no temptation to make money unfairly will appeal to him. With perseverance, he will surely succeed, provided he KNOWS the cost of his goods, and sells them at a fair profit. Without a system that shows exactly the cost of his goods he cannot hope to succeed. Were he to attempt to run a peanut stand without KNOWING the cost of his goods and the legitimate cost of doing business, and making his prices accordingly, the result would be disastrous failure.

In Chicago those who have made the most conspicuous success in the printing business have not been the "practical" men, but men who understood the value of a system of ascertaining the cost of production, as being the only possible way of doing business on a safe, profitable and equitable manner, fair to themselves, to their employes, to their creditors and to their customers.

"THINK—ACT—DECIDE"

By ALFRED HAMBURGER, of HAMBURGER PRINTING CO.

THIS motto in its original form and execution prompted most of the Chicago printers to join this organization, an organization which stands out for that grand sentiment, "To promote a spirit of friendship between all owners of the printing offices in the City of Chicago.

Personally I am happy to say that I am proud of belonging to this splendid club and that I can in all sincerity advocate that every enterprising printer should become one of us; therefore, "THINK—DECIDE—ACT. The small printer of today will be the large printer in the near future, and it is necessary for him to work along the right lines. This he will do if he joins with other fellow-printers in an honest attempt to get the knowledge of the actual cost of his product, and this he can do by taking advantage of the accumulated wisdom and experience of the members of this club. The installment of a practical cost system is the most essential feature, which will lead to the success of an "IMPRESSIONIST" (a man who owns a printing shop).

The time has come when the printing business must be run on a better system than it has been in the past, and as the day of big margins is passed, it is very important that every person should know the exact cost of his product. This will be accomplished by working on uniform and improved methods of keeping records of costs for every department. By doing so, you can tell just what the production is in every department and compare same with like periods last month and the month previous or with the same month the year before. By keeping the heads of departments in touch with the production from time to time, by letting them know just what proportion of the working hours are chargeable and those which are unchargeable, you will inspire a pride among your workmen and

a desire to excel previous records, and thereby you will gain considerable in the matter of production.

Every business run on legitimate lines must have a cost system. You must know how much your product costs you in order to make an intelligent selling price or one that will render you a well-deserved profit.

The printing business is a business, complicated with details, and one you cannot know too much about. A great many fortunes have been made by the product of the printers and it is the job, book and catalogue printers who made it possible to build up the great wholesale houses of this city. It is the very same printer, who furnishes the business bringing stationery, booklets, catalogues, circulars, which are sent out in enormous quantities daily through the mail. This being the case, why should the printer be the one, who is willing to give away his profit, to those, who really need him, to those who cannot get along without the printers product. *Therefore "study your costs and sell at a profit,"* as it is just as easy to get a good fair margin on your work, after you know what the product costs you, as the contrary. *Don't be without the knowledge of every detail of your business...*The successful general who leads his army to victory is the scientific one, and the scientific one is he, who knows the slightest details of his strength, weakness and position.

Upon the accurate knowledge of every detail of your business and the cost of your product depends your success, your victory in business. Always bear in mind that *"knowing your exact cost,"* "selling at a profit" and "knowing the proper time," when to *refuse* an order will help you to make money and will put you on the same level with any other good and sound business man. THINK—DECIDE—ACT.

Cost System Necessary to the Small Printer

By PERCY ROBERTS of ROBERT'S PRINT SHOP

IN using the expression "small printer," I have in mind the man who is first a mechanic—either a compositor or pressman—who has saved sufficient from his wages to start into business for himself, and is either working at the case or making ready on the presses or performing other mechanical work in his establishment in addition to keeping the books, and looking after new business.

It is almost safe to say that nine-tenths of the large printing establishments in Chicago started in this manner, and it is undoubtedly the ambition, of the one so starting to some day be the owner or principal manager of such an establishment. He has every reason to believe that he should be successful in attaining his ambition, inasmuch as he thoroughly understands the practical end of the business.

And yet of all the printing offices so started, it is a well-known fact that as their business grew, and the more business they did, the more they became involved in a financial way, and instance after instance has occurred where the business has gone to smash, although the establishment was filled with orders, and its capacity was taxed to the limit at the time the sheriff took possession.

A farmer fails because the crop is a failure. A bank fails because the depositors (whose money is the banker's working capital) lose confidence in his solvency and demand their deposits (or as it would be with a manufacturer—take away his machinery). The merchant fails because he cannot sell the goods on his shelves, or has extended credit injudiciously. But with every failure that has occurred in the printing business, it will be found that the volume of business was larger during the year of the failure than during the previous year.

The only explanation for this paradoxical situation is that the output of the plant was sold for less than cost, and consequently the original capital has become impaired, or consumed in carrying on the business. I will describe a case that came under my personal observation that will illustrate this point. The plant consisted of two Miehle cylinders; the proprietor was a thoroughly practical pressman and "made ready" on the press himself. He knew what the machines could do, and he made them do it. For two years he kept these machines busy, and appeared prosperous. He then took a partner, added three more presses, and they pounded away night and day for eighteen months and at the end of that time the sheriff was in possession. And the most amazing—yet pathetic—part of the whole matter was that he could not understand how it was that he had failed. He said that during the past twelve months their business had increased 50%, and the only explanation of the disastrous condition he found himself in was that his partner must have robbed him, but how he could not say.

But if he had a cost system he could easily have discovered where the trouble was. The simple item of depreciation alone, at the prices he was selling his product, would be sufficient to eat up his capital and put him out of business, as a little figuring would show. Suppose that his plant to start with was worth $6,000.00. After two years in business the depreciation would be $1,200.00. At this time the plant was increased so that the depreciation would amount to $1,500.00 per year, and eighteen months would consume $2,250.00 more of the working capital, or total of $3,450.00.

Depreciation is one of the principal items of expense that the small printer neglects to figure when he makes a contract, but in time will swamp any business if not taken into consideration.

The great objection the small printer has to putting in a cost system is that it requires so much book-keeping—that the small shop employs workmen in many different capacities, such for instance as employing a compositor to cut stock (bindery work) and making ready or feeding a press (press work) or *vice versa,* and consequently it requires more detail work in the office to apportion the wages paid for this service to the various departments.

Where such condition exists the proper method to pursue is to have such employees make a separate time ticket for each department that he is working in. For instance if he is employed in the composing room three hours out of the eight, pressroom three hours, and bindery work (cutting stock and making tabs) two hours; he will turn in a composing room ticket, bindery ticket, and his time will show on the press reports of the particular presses that he was employed on. On the payroll sheet his name will appear on the sheet for these particular departments as if he were three different individuals. In my office there are only four departments—office, composing room, pressroom and bindery, but the errand boy's time appears on the entire four payroll sheets.

I am using the Ben Franklin Club system entire with the exception of the envelope, and the results obtained may be summed up as follows:

Increased output— Employes are anxious to make good records. They do not like to acknowledge that it has taken two hours to set up a job that should have only required an hour and one-half. Delays on the press, caused by the pressman not having ordered ink sufficient for the job, must show on the press report. Delay because the stock for the job was not cut in time, or was cut wrong. All these little leaks show up like a "sore thumb," and while I have found that employes as a rule are willing to acknowledge their mistakes when called to their attention, the "silent monitors" (the press report and time sheet) puts them on their mettle and oftentimes avoids an error of this kind again.

Better Prices—Because no man is going to sell wheat at 90 cents when he finds that it costs$1.00.

Unprofitable Work—Knowing what it costs to do the job once, you will not get "stuck" a second time unless you are dishonest with yourself, or want to be a philanthropist.

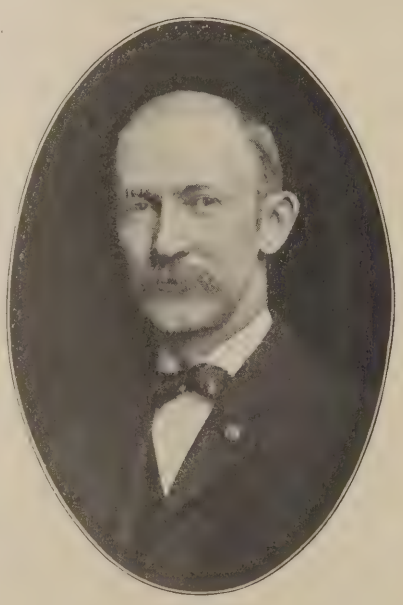
Better Standing With Your Customer—The majority of business men and buyers of printing are honest, and if you can show them that a job costs so much to do (and you can if you have a cost system) they will be willing to pay the price. But when the majority of printers guess at the cost and cannot show where it has cost more than the price that has been charged it is difficult to get an increase over the last figure.

Where there is complete confidence between the customer and the printer, and the price is not made until after the job is finished, you have your records to show him if he disputes the bill, or questions any of the items. Consequently he has more respect for you and your business methods, and you will be more apt to hold his trade.

To the small printer that hopes or intends to build up a large business a cost system will act as a chart, marked with all the dangerous shoals and reefs that his vessel is liable to be wrecked upon if he does not keep well to windward.

WHY WE INSTALLED A COST SYSTEM

By A. W. RATHBUN of THE HENRY O. SHEPARD COMPANY



IN the general discussion which is now taking place among the better class of printers regarding cost systems, the question is often asked: "What first induced you to put in a cost system?"

It is now more than five years since The Henry O. Shepard Company installed a cost system in its own establishment. The chief reason was a general dissatisfaction with the results of the business as indicated by the ordinary methods of bookkeeping in effect at that time, in so far as it related to securing accurate details of the cost of each job as it passed through the house.

Doing more than an average amount of business, and anticipating that at the end of each year our balance sheet would show a large profit on the volume of business done, it was nevertheless necessary to sometimes "scale down" the percentage for depreciation in order to show a profit.

After one or two experiences of this kind the management decided it was necessary to secure more detailed information regarding the cost of our product. Like all employing printers, we believed that we were fully competent to judge what price ought to be charged for a given piece of work. We also knew that our salesmen were loyal and efficient and would see to it that all jobs were taken at a profit.

Per one circumstance that I will relate had more to do with deciding the question than anything else: A foreman brought in an order for a job amounting to approximately $20,000. He assured us that he had obtained a preference of about $1,000, as the customer had desired The Henry O. Shepard Company to do the work. From outside sources we afterwards learned that we were the lowest bidders on that particular job by a very large amount. I was able to keep account of the material bought to complete this job, and also of a large portion of the labor required. The result of the accounting was anything but satisfactory when the job was completed.

Since our system of cost accounting has been in operation we have derived many benefits from it, the most important of which is our ability to determine beyond any doubt whether a given job has been profitable to us before it leaves the office. It has stimulated our salesmen to secure prices for our work which will show a profit for the house, because they, knowing that we can check up every job brought in, and ascertain the net result of their labors for the month, are very particular that the business they bring in shall not only produce a good profit for the house, but also be a credit to them, and an evidence of their ability as salesmen.

The establishment of our cost system has also exploded all erroneous ideas as to the relative value and importance of the different departments through which the work passes, regarding their earning capacity, and the amount of expense in addition to labor, connected with the working of those departments.

One of the reasons for the very successful results we have achieved from our cost department is found in the fact that we have made it an integral part of our general bookkeeping system. It is not a side issue, to be checked up by clerks. The totals are ledger accounts, and a balance must be shown each month to prove their accuracy.

Speaking in a general way, I do not believe it possible for an old employe of a printing office to install a satisfactory cost system and work out all the details as they should be worked out. I have arrived at this conclusion from my observation that most clerical men are so fixed in their ideas of the methods of conducting business that they endeavor to build up a system to conform to their own notions rather than with a view of the needs of the business which they seek to benefit.

My opinion is that the best results are to be achieved by securing the services of a competent accountant, conversant with the technicalities of the printing trade, who shall build a cost system particularly adapted to the requirements of the individual firm.

THE STUDY OF COST

By W. F. WHITMAN, of Excelsior Printing Co.

THE amount of interest shown in printing office costs is the prominence it is given in all printers' journals, some of which devote a larger share of its space to its discussion than to any other subject.

It is a thoroughly natural thing that cost should suggest to the novice only vagueness, uncertainty, and a necessity for putting forth talents that have never been developed, and the thing therefore seems distasteful.

Most proprietors are not college graduates, and, worse yet, have received little business education, and know almost nothing of system or office management. Fortunate are they even to be good tradesmen.

As a class printers are self-satisfied, and hold in scorn the cost-seekers as mere dreamers. The ignorant thought always resents suggestion along new lines, and the stature of the man is best shown by his resistance to those things that make for his good. Even if he accedes an inch he fights every other inch of the way.

Some may give as reasons (but not publicly) for not studying costs that they are too busy; or that they are making money and that is good enough; or that a truer knowledge might incline them to raise their prices and therefore make it harder to get work when they already have too little. They cunningly fancy that if their competitors become infected with this higher education it will spell loss to the competitor and make it just that much easier to compete with him. The resurrection of this individual is indeed a forlorn prospect, for he has dug his grave so deep that he has long forgotten that the sun shines and that only right is might.

The salvation of the printing business today rests almost entirely in a better knowledge of costs of production, and the truer this knowledge the greater will be the success of the individual and the whole trade.

A full comprehension of costs will not come in a day, but that need be no discouragement. The subject is interesting, fascinating, educational, and undoubtedly profitable. To know a little is to desire to know more. It is only by progress that one will come to see how chaotic his thought was before, and he will then emerge from his senseless dream, which brought him so much trouble, but with which he was so contented.

There is as much need that the small printer know his costs as for the larger printer. His profit means just as much to him and he is just as readily hurt by being in the dark.

When some years ago I had arrived at the conclusion that doubling the wages found the cost nearly enough for all purposes, I thought myself clever, and I was well satisfied for a long time. Secretly I thought I could produce a trifle cheaper. The time came, however, when it became absolutely necessary for me to know exactly and to be able to demonstrate my figures. Then began my study that disclosed my former want of knowledge, and the deeper I got into it the less I thought of my former opinions. For they were but opinions, though founded on long experience and on figures obtained from the books, but they were insufficient because I had no record of the charged hours, and the system was otherwise incomplete. The disclosures that have come to me are amazing, and show me where I might have had thousands of dollars of legitimate profit during the last dozen or more years that have slipped by me simply because I was asleep.

I shall never rest content until there remains no lingering doubt in my mind that there may still be somewhere a suggestion that would add a single advantage toward perfection.

Red tape is not necessary. The lines can be simple ones throughout, and the expense trivial.

Satisfaction with a present system is not conclusive. The real test is in the ability to state by about the fifteenth of every month the cost per hour to a penny of the charged hour, or in other words the time entered on the capitulation tickets, in every department.

A concerted move by the members of the Ben Franklin Club of Chicago should be made to increase the membership. While all printers in the city should join the Club, it is not thought possible that they will. However, there are at least one hundred more that should join in the work. If each member would consider himself a committee of one to call upon some neighboring printer, not now a member, the increased membership could be secured in a very short time.

THE NEED OF A COST SYSTEM

THE need of a cost system for every business is so obvious it is little short of amazing that employing printers who, according to ancient traditions are "intelligent," are just beginning to awake to its necessity and importance. That a business as intricate and possessing so many ramifications as ours should be conducted in the primitive and slipshod way which many of us have witnessed is hard to explain except upon the hypothesis that the average employing printer gravitates from the pressroom to "case" to the business office, and lacks the business instinct and training usually possessed by men in other walks of life. For that they are not to be blamed. In all probability they have learned their trade or earned their livelihood in some establishment where it has been impressed upon them that it was very essential to "get all the time on the ticket," but where "costs" and kindred subjects were about as familiar as the diet of the man in the moon.

The law of habit is strong in all of us, therefore each succeeding generation of employing printers followed in the footsteps of their predecessors. Costs had not bothered their bosses; they would not allow it to bother them. Suppose a maker of shoes or chairs should attempt to put a selling price on his wares without knowing exactly what it cost to produce them, would that not strike most of us as grotesque? Yet that is precisely what has been happening in the printing trade. If this seems like an exaggerated statement, I need only point to an incident that occurred at one of our meetings a few months ago, when one employing printer who was present stated what a certain job had "cost" him and the "profit" he made on it, it was difficult for some of his hearers to restrain their mirth.

But the subject of costs is not one to be treated jocularly. It is a serious, very serious problem that must be solved before business can be taken from the slough of despond; before senseless, ignorant and illegitimate competition can be eliminated, and the manufacture of printing placed upon the commercial plane where it properly belongs. I am satisfied that many of the preposterous bids we have all come in contact with at some time or another in our pursuit of trade were largely the result of ignorance of cost. Therefore the work that the Ben Franklin Club is doing in arriving at a basis of cost must result in incalculable benefit to all. The good may not be apparent at once, but as time goes on, as closer analysis and greater familiarity with the subject, its far-reaching importance and effect will be duly appreciated and those who may now be lukewarm or skeptical as to its benefits will become its ardent supporters.

Cost systems in a printing office are not only desirable, but they are a crying need for the intelligent conduct of the business. Although the Ben Franklin Club has furnished us with a basis, I do not mean that the work should stop there. Each firm should work out the subject for themselves. Varying

conditions and localities will produce varying costs for the same products, and even in Chicago, where there is tolerable uniformity in the price of heat, light, labor, power, etc., one establishment may have an advantage over another, but true cost can be determined with erring accuracy, and while the result may appall some at first, the sooner they realize what their manufactured product costs them the better off they will be.

Some wag once observed that death and taxes were the only two things in life that we could not escape. He might have added another one and made a trio of "sure things"—Death, Taxes and Costs.

William A Grant

Vice-President The Franklin Company.

A More or Less Truthful Tale

IN the words of Mother Goose, the mythical heroic poetess of childhood, the following depicts the experience of some of those printers who take business at prices so near cost that no real profit is possible:

There was a merry printer,
Who had a little plant,
And through the fall and winter,
For work he did not want.

Up to this point he had not joined the Ben Franklin Club, having told the President he saw no use in such a club, as he proposed to run his own business in his own way.

At the close of the fiscal year, after a most strenuous twelve months' work, in which he had run his plant an average of three nights a week, he felt pretty good, and about made up his mind to buy that little touring car upon which his wife had set her eyes. Accordingly he had his books audited by an expert. Imagine his horror and chagrin to be told that he had just come out "even," and had no cash profits with which to indulge his cherished plan.

But when he looked for profits,
Alas, he could not find
That he had made a single cent—
And so he lost his mind.

This was a pretty hard blow. In fact, it almost killed father. His patient wife and two lodge friends attended him for awhile, but were reluctantly compelled to place him in a sanitarium. After a few weeks, by skillful medical attention and careful nursing, he regained his mental faculties, while the long rest was very beneficial to his physical health. He was soon able to get back into the harness, and two days after he was able to attend to business he was fortunate enough to meet the Secretary of the Ben Franklin Club, who lost not a minute in showing this printer some of the leaks through which his profits had disappeared. He was easily induced to put in a Cost System, and with the usual most satisfactory result.

When he found his mind again,
You may think it funny;
He raised his prices right away,
And THEN HE MADE SOME MONEY.

At the end of his next year, having had a fair business, he again had his books audited, and the report showed a handsome cash balance, OF REAL MONEY, in the bank. Today he has one of the swellest autos in town. If you doubt this, ask Ellick. He will vouch for this, perhaps, but will not mention the lucky man's name.

Let Him Tell His Story

WHEN the salesman calls let him tell his story. If you're in haste, do so to save time. His efforts along the line of courteous persistence will consume more time than the uninterrupted recital of his proposition. To refuse to hear him is to impress the traveling man with a sense of being unjustly treated.

We remember reading somewhere that the Sultan himself, autocrat as he is, dare not refuse to receive petitions nor attempt to deny his subjects the right to make petition. Far fetched comparison? Not at all; we've met men right in the printing trade who could give points on all-round high-and-mightiness or catch-as-catch-can uppishness to any crowned head that ever passed a sleepless night.

Some men, when in certain moods, take delight in "turning down" all "drummers" who are so unfortunate as to encounter them. They are too short-sighted to perceive the natural loss of right feeling on the victim's part. This, in the case of some men, is sufficient to create an active prejudice which finds its natural vent in criticism.

We would be the last to recognize, or give weight to, such a contemptible form of attack as "knocking," but it remains a fact in business as in the very few other things which go to make up life, that an unfavorable prejudice will spring with the greatest ease from adverse criticism; especially so if the critic be of acknowledged ability and experience in the field with which his criticism deals.

Unreasonable treatment of the representative of the house with which you do business, or with which you may in future find it desirable to do business, is unprofitable, both to you and to him; and last, but not least, though the "drummer" of today is the "House" of tomorrow, he doesn't shed his memories and opinions with his mileage-book and sample-case. He is only human like the rest of us.

Nature Faker at His Best

The Texico Trumpet publishes the following limit of agricultural possibilities in this newly settled country, rivaling the prodigious stories we used to hear about the productiveness of the soil and climate of California:

"Come up to Texico, where they plant pumpkin seed in the morning and serve pumpkin pies off of the vines for supper; where the watermelons grow so big that the farmers use a half rind for a water trough; where you plant your cotton in the spring and harvest a full tailor made, all wool suit in the fall; where the sweet potato vines grow so fast that a few days ago, during a little dry weather, a farmer inadvertently drove along the side of a patch with a tank of water and the vines started for the water. In spite of all he could do the vines overtook his wagon and in getting to the water choked him to death."

Ben Franklin Cost System

For convenience of members of the Ben Franklin Club the Secretary has a supply of the blanks used in the Cost System. These blanks can be had on application. Prices are as follows:

Form 1,	Composition Daily Time Record	25c	per 100
" 2,	Press Room " " "	25c	" "
" 3,	Bindery " " "	25c	" "
" 4,	General Summary Blanks	10c	per doz.
" 5,	Press Room " "	35c	" "
" 6,	Composing Room Pay Roll Blanks	$1.25	per 100
" 7,	Press Room Pay Roll Blanks	1.25	" "
" 8,	Bindery " " "	1.25	" "
" 9,	Monthly Statement of Cost	35c	per doz.
" 10,	Job Ticket Envelopes		" 100
" 11,	Individual Job Cost Sheet		" 100

Ben Franklin Monthly

A Monthly Journal Striving for the Solidarity of Employing Printers

Published by the Ben Franklin Club of Chicago

Readers of this Journal are invited to criticise, comment or send communications to us for publication, but the publishers will not assume any responsibility for the views contained in them. The writer's name will not be published if so desired.

Subscribers will please notify us of any change in address

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1-6 Page,	$ 7.50 for each insertion
1-4 Page,	10.00 " " "
1-2 Page,	15.00 " " "
Full Page	25.00 " " "

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¶ The August monthly meeting had a large attendance. Showing that hot weather does not melt interest in the Club work.

¶ The spontaneous effort of the members to add advertisements to the Ben Franklin Monthly has been highly successful. It is now up to the members to help make the ads. valuable.

¶ Does the lack of ability to pay maturing bills, the long hours of labor necessary to make a living, and numerous failures in the printing business, ever cause the printer to consider what is the matter?

¶ How one bets when he has a sure thing. How one could make right prices if he knew the actual cost.

¶ Enquiries are being received from all parts of the country for copies of the Ben Franklin Monthly and sample sets of the Ben Franklin Cost System. The work of the Chicago organization is being recognized as of the highest and most effective order.

¶ Milwaukee printers are taking the right kind of interest in their Franklin Club. Each member is making a personal effort to increase the membership and a personal effort to make the Club work count for something. Recent push on the part of the active ones has increased the membership from sixteen to thirty-four. When it is known that forty-five is the possible membership, they are to be complimented.

¶ The members of the Cost Committee are untiring in their labors to secure for the members all the information possible regarding costs as they are in Chicago.

They are trying to get fifty offices to fill out the Statement of Costs—Form 9—of the Ben Franklin Club Cost System. If this can be accomplished, the average cost of production will have been learned. The average when obtained will be of immense value to those that are now in the dark as to their costs. Already a number of offices are using the averages as given in the May issue of the Monthly. While the basis then given is of value, the one the Committee is striving for will be nearer correct, from the fact that the figures will be collected on a uniform basis.

¶ Now that the vacation has been taken and you have the much earned rest, there is no better opportunity to improve the business condition of yourself and the trade in general by devoting some time to the work of the Ben Franklin Club.

The usual dull summer period has passed and the financial depression started last winter has about run its course. Optimism is now the order of the day and rightfully should be.

The steel mills and manufacturers are putting on more men, the railroads are hauling more goods, the west is harvesting an unusually large crop, the south is preparing for an immense gathering of their cotton and in Chicago business is improving noticeably.

Why not then prepare for this near future prosperity? Aid in the effort to learn the true cost of printing. If you already know and are satisfied your knowledge is correct, help the Club to educate some other printer up to the same standard. It will be an effort greatly appreciated and sure to materially aid in raising the prices of printing to where they should be. Then it will be a pleasure to be a printer and probably lead to more vacations.

Secretary Cortelyou's Opinion

Hon. George B. Cortelyou, Secretary of the Treasury, in an address to New York merchants, urges co-operation in business. "We should have more co-operation in business, whether among the banks or among mercantile establishments and their undertakings, each to operate in its own field, controlled or regulated by law to the extent that will fully safeguard the interests of the people, and that far only, but so devised that each may be ready at all times to unite with others, when danger threatens, for the protection of credit, for the stability of business, and for the maintenance of national honor."—The Master Printer.

Pressroom Evils

A SIMPLE method to correct the evils, stop the delays and shorten the non-chargeable time in the pressroom is to list these shortcomings as they occur.

It is very good on each single occurrence of a delay to censure the one causing it, but how much more weight if record is kept of the actual time lost and presenting a total for a certain period to the different employes and department heads who were responsible for them?

In the Ben Franklin Club Cost System the blank (Form 2) Pressroom Daily Record is so arranged that each day the total delays that have occurred are enumerated. These delays can be listed separately. A week's record of this kind may open your eyes and will surely be of great advantage to locate just where the greatest effort should be expended to reduce the lost time. If, for instance, it would be found that the item of "Waiting for Forms" carried too much time, you would at once investigate whether the composing department were up and a-coming or whether on account of the sales it would not be better to lay off some help. Maybe a little extra effort of the sales department would improve the record. "Waiting for Stock"—"Waiting for Ink"—"Faulty Composition"—"Waiting for O. K." are such common delays known to the pressroom, but how rarely the numerous occasions or the knowledge of the delays reach the office. Records and the keeping of them is the correcting factor. Without records there is no positive and authentic knowledge of the facts. By the records and thereby the absolute knowing of the delays, the lax department or employe will be shown up. The individuality of the manager or superintendent can then be asserted to increase the productive hours.

In no other department do the hours of production cost so much money as in the pressroom, and one of the reasons is the great amount of lost time.

The Ben Franklin Club is ready and willing to assist you in installing a Cost System, free of expense. Put in a system and be able to talk to your customer and maybe your competitor from the knowledge of exact cost.

Not Intended for the Printer

YES, you can go it alone if you want to. You can go to those affairs and places where no one else is to be found. In other words, you can, in a business way, be a recluse.

Possibly, if you go to a theater, you always try to find the one that will allow of an audience of only one, and that yourself.

In a business way you go by yourself and consider every other person in the same line your enemy, the one looking for your gore. You jump at your own shadow. All of the ills of the trade are caused by others than yourself. In fact, you are IT, the personification of all that is perfect, the only one that knows the business and how to conduct it.

When it comes to prices, you are the only one that makes and secures the higher figure.

Why then, do you occupy a space on this earth? There is a place for you, but up to date has not as yet been found. In your great knowledge it might be possible without great effort to locate that surrounding so in keeping with yourself.

You cannot expect your fellow printer to have a good opinion of you unless you set the example.

A "Request for Estimate"

One of the things that an estimator has to contend with is lack of information and complete description of the job to be figured on. In many cases the specifications are given to him verbally by the solicitor. Not always that the solicitor has forgotten some of the details, but more often that the customer never gave them.

To aid in getting all the details and knowing all the requisites of the job the W. B. Conkey Co. has gotten up a "Request For Estimate" blank to be filled in by the solicitor in presence of the customer. This blank lists all the details of the job, as well as lists all the operations necessary to get out the work. In using this form it is almost impossible for the solicitor to omit any of the specifications.

This is surely a move in the right direction and may be the means of securing same specifications for all the houses bidding on a job.

A copy of the form used by the Conkey Company is here given. It is gotten up as a four page leaflet 4x9½.

REQUEST FOR ESTIMATE.

.....190...

For .....
Address .....
Kind of Job.....
Quantity .....
Estimate Wanted....a. m. ....p. m.
Job Wanted.....

STOCK.

Send Dummy to .....
Body Stock .....
Tip Stock .....
Insert .....
Cov .....
Customer Furnishes .....
.....

COMPOSITION.

No. Pages..... Size Type Page.....
Plates Furnished.... Size Type....
Size Trimmed Page.....
Open End..... Open Side.....
Solid..... Leaded.....
Display .....
Running Head .....
Perforate—Machine..... Press.....
End Sheets Printed.....
Our Imprint .....
Special .....
.....
.....

1

ELECTROTYPES

For Patent Blocks.....
For Boards .....
Wood Mounted.....
Mortised .....
Solid Base .....
Nickeltype .....
Special .....
Deliver Plates when work done to....
.....

PRESS WORK

Print from Type..... Plates.....
.....

Colors Body	Colors Cover	Colors Tip	Colors
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....

.....
Changes .....
Bronze .....
Perforate..... Score.....
Special .....

LABEL OR CARTON

Wrap .....
Tie .....
Size of Box.....
Embossed .....
Varnish .....

2

PAMPHLET BINDING

Binding .....
No. Pages... Wrapped... Perforate..
No. Tips.. Stamped.. Round Corner..
No. Inserts... Mailed... Tabbed...
End Sheets .....
Sewed... Punched... Cloth Strip...
Stitched... Strung... Paper Strip...
Numbered..... Strapped....
Tie with..... Boxed....
Tissue .....
Cut Flush..... Cover Extended.....
Special .....
.....

EDITION BINDING

Sewed..... Stitched.....
How Sewed .....
Kind of Thread .....
First and Last Form.....
Guarding..... Reinforce.....
Tissue .....
Kind of End Sheets .....
Kind of Sides.....
Frontispiece..... Super.....
Joining .....
Paste Samples .....
KIND OF BINDING.....
Edges..... Lined.....
Book-marker..... Supered.....
Rounded..... Backed.....
Case Corners Round .....
Book Corners Round.....

3

EDITION BINDING (Cont'd)

Hd. Banded .....
Bevel Boards..... Index.....
Blind Stamp .....
Roll..... Ink.....
Ink Colors .....
Grain .....
Kind of Leaf..... Size.....

MATERIAL

Leather..... Color.....
Cloth..... Color.....
Boards .....
End Sheets .....

INSPECTING

Wrapped .....
Tied .....
Boxed .....
Inserted .....
Stamped..... Labeled.....
Banded..... Paste Panel Picture...
Varnish Backs..... Jacket Wrap...

DELIVERY

Packing Cases .....
.....

REMARKS

Additional Quantities, Etc.

.....
.....
.....
.....

4

The Objectors to Ben Franklin Club

THERE are a few printers in Chicago who refuse to become members of the Ben Franklin Club, evidently from mistaken reasons, or else from selfishness. Others refuse because of their self-styled independence.

Those in the first-named group have an idea that the Ben Franklin Club is seeking to form a combination or trust, with an iron-clad agreement compelling all printers to fix prices at specified rates, and thus control the printing business of this city.

Nothing could very well be further from the object of the Ben Franklin Club. Every one knows that the printing industry, not only of Chicago but of the whole United States, is in a most deplorable condition. Those who have no investment in printing establishments, but who use large quantities of printed matter, know this much better than any one else. And those persons are just sharp enough and unscrupulous enough to take advantage of the differences and dissensions, and the lack of co-operation among the printers to work one against another, to the very great gain of the customer, and with disastrous results to the printer.

Some of the printers in Chicago have thought, perhaps rashly, that such a state of affairs has existed long enough; that it is time to call a halt; that instead of making business men in all lines rich, it is now the printer's turn to get a little of the riches he has so unselfishly enabled others to accumulate. Instead of being used as a door mat by every other business on earth, some of these printers actually think they should occupy a higher position in the business world than has yet been accorded them, at least in recent years. The time was when the printer was looked up to with a respect akin to reverence. Unfortunately for the world in general and for printers in particular, that time has long since vanished into the dim and misty past. But that is no reason why it should stay there. Today the printer is a most important factor in the commercial life of the civilized world, and is entitled to as much respect and consideration as so-called merchant princes, or judges and bankers. Indeed, as a matter of fact, the printer has made these merchant princes and judges and bankers, however unwilling they may be to acknowledge the fact.

As has been shown in previous articles, the art of printing has multiplied human capacity many fold, without any proportionate or adequate reward to the printer. After an experience of over 38 years in this business the writer cannot recall a single instance in which a printer has made a competence from the printing business alone. That statement should make every one who reads it stop and think. It is absolutely and undeniably true. There is no other business on earth of which such a thing can as truly be said.

We want every printer in Chicago, every printer in the state, and every printer in the entire country to get in touch with the Ben Franklin Club. If you have no desire to better things for the sake of the other fellow, get in line to improve things for your own sake. This is a case where selfishness in the individual is not simply all right, but is highly commendable.

To that printer who feels he is losing, or might perhaps lose, his independence or individuality by becoming a member of the Ben Franklin Club, a careful analysis of what this club stands for will prove very beneficial. The Ben Franklin Club does not in any respect infringe on the rights of any man. It does not seek or desire to curtail or restrict the individual rights of any member. Indeed, its objects are *the very opposite*. This club not only advocates greater independence on the part of the individual printer, but positively insists that he become more independent and assists each man to secure this necessary acquirement. By co-operation with one another we are getting to know and avoid undesirable customers. By a system of elimination we can gradually put all the dead beats and tricky guys in such a position that they will be compelled to pay for the goods they order when the order is placed. To do this, however, requires co-operation and inter-dependence.

The Ben Franklin Club is today the most successful organization the employing printers have ever had. We have gone so far, and have done so much for the craft, that all should feel highly encouraged, and make more determined efforts to secure the membership of every printer in Chicago.

Our forefathers of 140 years ago would have had a very poor show of establishing independence if the desire were only expressed by one man. George Washington alone, magnificent man though he was, never could have secured the independence of the American Colonies. He had many co-workers, each one having different gifts and talents, and seeing conditions from various sides, but all having the same end in view. They recognized the fact that the time had come for them to part company with the mother country. They would no longer brook the domination of the country by outside interests. They demanded that they should manage the affairs of America for the citizens living here. While this may not be regarded as a very original or parallel simile, the printers have been browbeaten and downtrodden by the rest of the community, and the time has come when they must assert their independence. We demand and insist on a better understanding between the producers and purchasers of our product. We insist on being treated more as merchants than as tramps. One firm cannot secure these for all the rest of the craft. By organizing, as the Ben Franklin Club has done, by co-operation, by mutual forbearance and assistance, by sticking together we can and will accomplish these objects. We want every printer to manage his own business in his own way, but in co-operation with other printers, so that each may get the legitimate profits that his experience, investment and skill entitle him to receive.

Can any one name another line of business where such an anomaly exists as does in this business, where the buyer practically dictates to the seller the price of his product? No other trade permits such a state of things. The supply houses, to whom we go for the necessary goods and materials with which to carry on the business, furnish us a very striking example of what co-operation and interdependence does for a line of trade. The unanimity and thoroughness with which they have standardized and unified their prices is very striking, indeed, might be termed ideal. Not long ago, being in the market for about two tons of cover paper, five dealers were called up on the telephone, and asked for prices. Every one of these five houses quoted exactly the same price, $4.85 per 100 pounds. Here was an object lesson to me, and it should prove the same to every one of us. If five printers were asked to quote a price on one piece of work, and all had precisely the same specifications to work from, I venture to say that no two figures would be within 10% of another, while the difference between the highest and lowest quotation would perhaps be 100%. This shows what "Guesstimating" does for the printer, while

it gives the customer a good chance to make sarcastic remarks about robber printers, etc. If any one doubts the needs of the printers for seeking a common ground on which they can all work to eliminate the guesswork part of estimating, the above should dissipate the doubt. It still further emphasizes the necessity of education and co-operation on the part of the men who make the prices in the printing offices.

Recently a local firm asked bids from about ten printers on a small catalogue, and the quotations ranged from $340.00 to $505.00, on uniform specifications. The man in charge expressed surprise at such a wide range of prices, and closed by saying, "I do not understand this printing game." It has only one explanation: the average printer does not know what the goods cost to produce, and does not know how to figure the profit he should have on the goods, and he never will know these very vital and important points until he gets in closer touch with his competitors. The Ben Franklin Club offers the very best and cheapest way of accomplishing this. It has something definite, practical and up-to-date in its aims. But it cannot compel printers to become members. It is up to those who are now members to show the non-members the advantages to be secured by joining a movement that has for its object the best interests of the trade.

Another thing that should not be overlooked is the enforced, automatic education on general lines that we are constantly acquiring all the time. From the very nature of the business, the printers should be the most progressive, well informed and go-ahead citizens in the country. The old moss-back type of printer is a relic of bygone times. He is out of place in the modern commercial world; he is an anachronism in the business life of to-day. Every new invention or discovery in the material or scientific world is confided to the printer the very first thing. When Morse discovers that he can send a message over the wire by electricity, he at once tells the printer, who immediately gives the news to the public. When Edison finds a method of making the electric light available for general use, he gives the printer the first detailed explanation, so that the world may know about it. And so on down the entire list, the telephone, the Roentgen rays, the phonograph, the moving pictures, the three-color process, and the countless numbers of new inventions, discoveries and theories—every one of them is placed in the hands of the printer first of all. Next to the originators the printer has first knowledge of all the inventions, the sciences, the arts, and the crafts of the age, so I declare that of all men the printers should be—are—the most progressive in all lines of human activity—except where their own interests are concerned; in that respect they fall far short of their opportunities. If we do not assume the high place to which we are entitled by virtue of our noble profession, we alone are to blame.

The Ben Franklin Club stands for square dealing between printers and their customers, between printers and printers, and demands a square deal for printers from the supply houses. If you are in favor of this, join the Ben Franklin Club, and help to bring about the pressing reforms we all need so much. Join us in our efforts to put the printing industry in its proper place. Every one needs the printer. Without him business would die. Come with us, and help all printers to secure what rightfully belongs to them—and by helping the other fellow, you will help yourself.

NOTICE TO MEMBERS

Dates of regular monthly meetings have been changed from the first Thursday of the month to the Second Thursday of each month. The change is at the request of a number of members. The first Thursday usually following too near the first of the month and interfering with a full attendance. REMEMBER all printers are welcome to these meetings whether members or not.

NEWS of the death of William Franklin Hall, of the W. F. Hall Printing Co., coming in a cablegram to his relatives August 22nd, proved a shock to the many friends of the deceased. Coming so suddenly upon the many good reports of improved health, from Mr. Hall himself, it was hard for his associates to reconcile themselves to the fact that he had passed away.

Mr. Hall was an example of starting from the bottom and successfully attaining the ambitioned topmost heights.

W. F. Hall was born in Columbia City, Indiana, June 4, 1862. His first application to the printing trade was in the town of his birth. At the age of 19 he came to Chicago and took a position at the case in the office of the Inter Ocean. A short time later found him Foreman of J. L. Regan & Company's large plant. There his earnest efforts were soon rewarded by promotion to the position of Superintendent. The natural inclination to be at the head of his own concern caused the organization of the Van Sicklen Printing Company in 1892. At the end of a year he reorganized the company, changing the name to W. F. Hall Printing Company, that being the present style of the firm, and now known as one of the largest and most progressive printing houses in the country.

At the present time the company have in course of construction an eight-story building on the North Side, this being made necessary by their inadequate quarters at 21 Plymouth Place.

Mr. Hall's death was caused by an attack of paralysis, one of the consequences of brights disease, from which he had suffered for some time. It was with the view of improving his health that the trip abroad with Mrs. Hall, was taken some five months ago. Letters received even up to date of the announcement of his death, gave assuring words of great improvement if not full recovery.

Mr. Hall is survived by his wife, who was Miss Jessie Guffin, and to whom he was married Nov. 7, 1889; J. A. Hall, of Chicago, a brother, and three sisters—Mrs. J. W. Thayer, Plymouth, Ind., Mrs. Era Wunderlich, Columbia City, Ind., and Mrs. Mary Forbes, Nashville, Tenn. The home of Mr. Hall was at 3545 Grand Boulevard, but just before leaving for Europe he and Mrs. Hall changed their residence to the Auditorium.

Mr. Hall was a member of Home Lodge, No. 508, A. F. and A. M., Chicago Chapter, No. 127, R. A. M., and Chevalier Bayard Commandery, No. 52, K. T. He was also a member of the lodges Royal League and the Independent Order of Foresters. He held membership in the Chicago Athletic Association, the South Shore Country Club, United Typothetae of America, the Chicago Association of Commerce and Chicago Citizens' Association.

Besides his own company, he was president of the U. S. Telephone Directory Company. Associated with Mr. Hall in the W. F. Hall Company, were Robert M. Eastman, Vice-president; Reuben T. Thornton, Treasurer, and Edwin M. Colvin, Secretary. The business is to be continued by these gentlemen on the same broad lines as heretofore, which has proven so successful.

It is to be deeply regretted that Mr. Hall did not have the opportunity to be a party to the most satisfactory chapter of his life work which was so ably planned, and which will be consummated in the completion of the new building with new and improved machinery.

In the high standing and ability of those he left in charge there is satisfaction to his friends in knowing that the business which he established on so solid a foundation will be developed along the lines he had laid out.

No death has caused more sorrow and regret among the printing trades than that of Mr. Hall. He was loved by all that personally knew him, and admired by all that knew of him. His friendship was to be solicited and his competition admired. Chicago's printing family has lost one of its best members.

The funeral took place Friday, September 4th, at three o'clock P. M., from the Masonic Home Temple, 3120 Forest Avenue, under the direction of Chevalier Bayard Commandery No. 52, K. T.

THE UNIVERSITY OF CHICAGO PRESS BASE BALL TEAM

Argo M. Dill, Scorer. Fred Feller, Captain. Wm. R. Goodheart, Manager.

Geo. LeFils, 3 b. H. H. Hendrickson, utility. Leo Stephans, p. E. Feller, cf. J. Feller, 1 b.

Garret Walsh, lf. E. Krause, cf. Wm. R. Goodheart, Jr., Mascot. F. W. Miller, 2b. F. LeFils, ss.

EXCHANGE and FOR SALE

FOR RENT—All or half of fourth floor 337-339 Dearborn Street, 48x61 feet. Low rent, elevator and steam heat. Good location for printing office.

FOR SALE—Bookbinders' standing press in good order, cheap. Make us an offer. Address Blakely Printing Co., 126 Market Street.

SOMEWHERE—Who has got a small size Miehle or any good, fast, two-revolution press that they want to sell cheap for cash. I am looking for a man that is anticipating an exchange with the manufacturers. I can pay more than they will allow you in trade. 24x36 sheet. Must be a good press. Nothing cheap wanted at any price. W. C. S., 9145 Erie Ave., So. Chicago.

A DOUBLE NEGATIVE.

You lowered your eyes and whispered
"No."
When first I came to woo—
You fain would jest with me, and so
You lowered your eyes and whispered,
"No."
But 'twas so soft and sweet and low
I dared to say, "Dost mean it, true?"
You lowered your eyes and whispered,
"No."
When first I came to woo.

—*J. T. Scull.*

SUCCESSFUL organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticise those who do things that tend to make organization a success.

Directory of Watermarked Papers

Carried in Stock by the Paper Houses of Chicago who advertise in the Monthly.

BOND

AGAWAM	J. W. Butler Paper Co.
ALEXANDRIA	J. W. Butler Paper Co.
ALEXIS BOND	The Paper Mills' Co.
AMBASSADOR	J. W. Butler Paper Co.
ANCHOR "LINEN FINISH"	Dwight Bros. Paper Co.
ARROW	Bradner Smith & Co.
ASTORIA	Bradner Smith & Co.
BANNER BOND	Chicago Paper Co.
BEACON BOND	The Paper Mills' Co.
B. F. C. BOND	Knox & Wolcott Paper Co.
BIRD	Bradner Smith & Co.
BROTHER JONATHAN	J. W. Butler Paper Co.
CARBON	Bradner Smith & Co.
CHAUNCY	Whiting Paper Co.
CHEVIOTS	Whiting Paper Co.
COLONIAL	Bradner Smith & Co.
CREME	Bradner Smith & Co.
CACTUS BOND	Cady Paper Co.
CHICAGO BOND	Chicago Paper Co.
CRANE'S BOND	J. W. Butler Paper Co.
COMMERCIAL	Bradner Smith & Co.
CRANE & CO.'S BOND AND PARCHMENT PAPERS	Bradner Smith & Co.
CHANCELLOR	Bradner Smith & Co.
CLOTHLIKE BOND	The Paper Mills' Co.
CRETONNE	Bradner Smith & Co.
CENTRAL MARKET	Bradner Smith & Co.
CARDINAL	Bradner Smith & Co.
CHINESE	Bradner Smith & Co.
DAMASCUS	Bradner Smith & Co.
DANDY (Watermarked)	Cady Paper Co.
DANISH	Dwight Bros. Paper Co.
DANISH PARCHMENT "LINEN FINISH"	Dwight Bros. Paper Co.
DIAMOND	Dwight Bros. Paper Co.
DIPLOMA	Bradner Smith & Co.
DISTRICT	Whiting Paper Co.
DUPLICATE	Bradner Smith & Co.
ELSINORE BOND	Knox & Wolcott Paper Co.
ENGLISH BOND	Chicago Paper Co.
EXPOSITION	Whiting Paper Co.
FAIRFIELD PARCHMENT "LINEN FINISH"	Dwight Bros. Paper Co.
FAIRY BOND	The Paper Mills' Co.
FRANKLIN BOND	Knox & Wolcott Paper Co.
GUARANTEE	Dwight Bros. Paper Co.
HALIFAX	Bradner Smith & Co.
HERALD BOND	The Paper Mills' Co.
HOUSATONIC	J. W. Butler Paper Co.
HICKORY BOND	Chicago Paper Co.
HICKORY, PLATE FINISH	Chicago Paper Co.
HIGHLIGHT BOND	The Paper Mills' Co.
ILLINOIS BOND	Chicago Paper Co.
IMPERIAL	Whiting Paper Co.
IRVING BOND	Knox & Wolcott Paper Co.
JAPAN "LINEN FINISH"	Dwight Bros. Paper Co.
LAKESIDE	Bradner Smith & Co.
LINENE BOND	The Paper Mills' Co.
MAIL ORDER	Bradner Smith & Co.
MANIFOLD	Dwight Bros. Paper Co.
MAP	Bradner Smith & Co.
MAJESTIC	Bradner Smith & Co.
MOSCOW	J. W. Butler Paper Co.
NATIONAL BANK	J. W. Butler Paper Co.
NORSE BOND	Knox & Wolcott Paper Co.
OLD DEERFIELD	Dwight Bros. Paper Co.
OLD HAMPDEN	Chicago Paper Co.
OLD HAMPSHIRE	Bradner Smith & Co.
OLD STAMFORD BOND	Knox & Wolcott Paper Co.
OLD VEDA, LINEN FINISH	Chicago Paper Co.
ONION SKIN	Dwight Bros. Paper Co.
ONYX	Bradner Smith & Co.
PANAMA	Dwight Bros. Paper Co.
PAUL JONES	Bradner Smith & Co.
PALE, LINEN FINISH	Chicago Paper Co.
PANDORA BOND	Chicago Paper Co.
PARSON'S BOND	Chicago Paper Co.
PHELP'S PROTECTIVE PAPER	Chicago Paper Co.
PLYMOUTH	Dwight Bros. Paper Co.
POLICY	J. W. Butler Paper Co.
PUBLIC SERVICE	Bradner Smith & Co.
PUBLICITY BOND	Knox & Wolcott Paper Co.
RECORD	Dwight Bros. Paper Co.
REGISTER	J. W. Butler Paper Co.
RHODODENDORN BOND	The Paper Mills' Co.
ROMAN BOND	The Paper Mills' Co.
ROYAL CROWN	J. W. Butler Paper Co.
ROCKTON	Bradner Smith & Co.
SAXON BOND	The Paper Mills' Co.
SPECIAL	Bradner Smith & Co.
SPHINX	Bradner Smith & Co.
STATE	Whiting Paper Co.
STRATHMORE PARCHMENT BOND	The Paper Mills' Co.
TAADE	Whiting Paper Co.
TEKOA LINEN	Bradner Smith & Co.
TEXTILE	Whiting Paper Co.
TUNXIS BOND	Knox & Wolcott Paper Co.
TYPEWRITER	Bradner Smith & Co.
UNITY BOND	Chicago Paper Co.
U. S. A.	Bradner Smith & Co.
U. S. BANKERS	Whiting Paper Co.
VICTOR	Dwight Bros. Paper Co.
VOUCHER	J. W. Butler Paper Co.
WASHINGTON BOND	Knox & Wolcott Paper Co.
WHITING	Whiting Paper Co.
WILD GRASS BOND	Knox & Wolcott Paper Co.
WIZARD	Dwight Bros. Paper Co.
WORONOCO	Dwight Bros. Paper Co.
YANKEE BOND	Knox & Wolcott Paper Co.

LEDGERS

ADVANCE LINEN LEDGER	The Paper Mills' Co.
AJAX	Dwight Bros. Paper Co.
ATLANTIC	Bradner Smith & Co.
ATLAS	Dwight Bros. Paper Co.
BANKERS' & MERCHANTS'	Bradner Smith & Co.
BANKERS' & MERCHANTS' LOOSE LEAF	Bradner Smith & Co.
BANKER SAFETY	J. W. Butler Paper Co.
BANZAI LEDGER	The Paper Mills, Co.
BRADNER, SMITH & CO.'S No. 1	Bradner Smith & Co.
CITY	Bradner Smith & Co.
COMMERCE LEDGER	Chicago Paper Co.
CHAMPION LINEN LEDGER	The Paper Mills' Co.
CHICAGO LEDGER	Chicago Paper Co.
CRANE BROS.	Bradner Smith & Co.
DEFENDUM LEDGER	Chicago Paper Co.
ECONOMIC	Dwight Bros. Paper Co.
GENERAL LEDGER	J. W. Butler Paper Co.
GERMANIC	Bradner Smith & Co.
ILLINOIS LEDGER	Chicago Paper Co.
JACKSON	Bradner Smith & Co.
LEDGER MILLS	J. W. Butler Paper Co.
LILY	Whiting Paper Co.
LOOSE LEAF LINEN LEDGER	J. W. Butler Paper Co.
MOUNT ROYAL	Knox & Wolcott Paper Co.
NATIONAL SAFETY	J. W. Bulter Paper Co.
PARAGON	Knox & Wolcott Paper Co.
RECORD	Whiting Paper Co.
RUSSIAN	Dwight Bros. Paper Co.
SCOTCH	Bradner Smith & Co.
SCOTCH LEDGER	Chicago Paper Co.
SCRIPTUM LEDGER	J. W. Butler Paper Co.
STANDARD MILLS	J. W. Butler Paper Co.
STERLING	Whiting Paper Co.
STRATHMORE DEED	The Paper Mills' Co.
THE P. M. CO. No. 1 LEDGER	The Paper Mills' Co.
UNCLE SAM	Bradner Smith & Co.
WESTON'S	Bradner Smith & Co.
WESTERN LEDGER	J. W. Butler Paper Co.
WHITING	Whiting Paper Co.
WORONOCO	Dwight Bros. Paper Co.

LINENS

ARGYLE	Whiting Paper Co.
BRUNSWICK	Whiting Paper Co.
CENTRAL MARKET	Bradner Smith & Co.
CHALLENGE	Bradner Smith & Co.
COLUMBUS HAND-MADE	Bradner Smith & Co.
CRANE'S JAPANESE LINEN	J. W. Butler Paper Co.
CRANE'S ALL LINEN	J. W. Butler Paper Co.
CRANE BROS. JAPANESE	Bradner Smith & Co.
CRANE BROS. ALL LINEN	Bradner Smith & Co.
DES PLAINES	Bradner Smith & Co.
EXCEL	Dwight Bros. Paper Co.
GOTHIC LINEN	The Paper Mills' Co.
HORNET	Bradner Smith & Co.
HORNET LINEN	Chicago Paper Co.
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When a man begins to raise the devil, he always lowers himself.

Unless a man has scored at least one failure, he is unable to appreciate success.

You can always classify your friends among the "will's," "wont's" and "can'ts"

The man who can but doesn't, must give way to the man who can't but tries.

You must not expect to find shade trees, easy chairs and rippling brooks in thick profusion along the road to success.

Nine times out of ten the fellow who is let in on the ground floor falls between the girders and lands in the celler.

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5.50	.9166	.1145	.1018
6.00	1.0000	.1250	.1112
6.50	1.0833	.1354	.1204
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14.50	2.4166	.3020	.2685
15.00	2.5000	.3125	.2777
15.50	2.5833	.3229	.2870
16.00	2.6666	.3333	.2962
16.50	2.7500	.3437	.3055
17.00	2.8333	.3541	.3148
17.50	2.9166	.3646	.3241
18.00	3.0000	.3750	.3333
18.50	3.0833	.3854	.3426
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20.50	3.4166	.4270	.3796
21.00	3.5000	.4375	.3888
21.50	3.5833	.4479	.3982
22.00	3.6666	.4583	.4074
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23.50	3.9166	.4895	.4352
24.00	4.0000	.5000	.4444
25.00	4.1666	.5208	.4629
26.00	4.3333	.5416	.4816
27.00	4.5000	.5625	.5000
28.00	4.6666	.5833	.5185
29.00	4.8333	.6041	.5370
30.00	5.0000	.6250	.5555
31.00	5.1666	.6458	.5740
32.00	5.3333	.6666	.5926
33.00	5.5000	.6875	.6111
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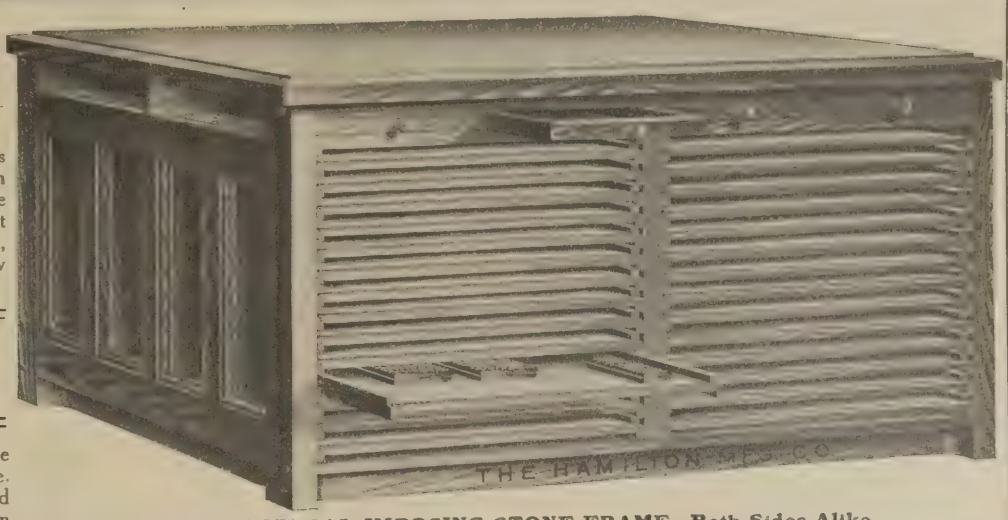

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(Signed) FREDERICK G. SMITH, Mechanical Supt.

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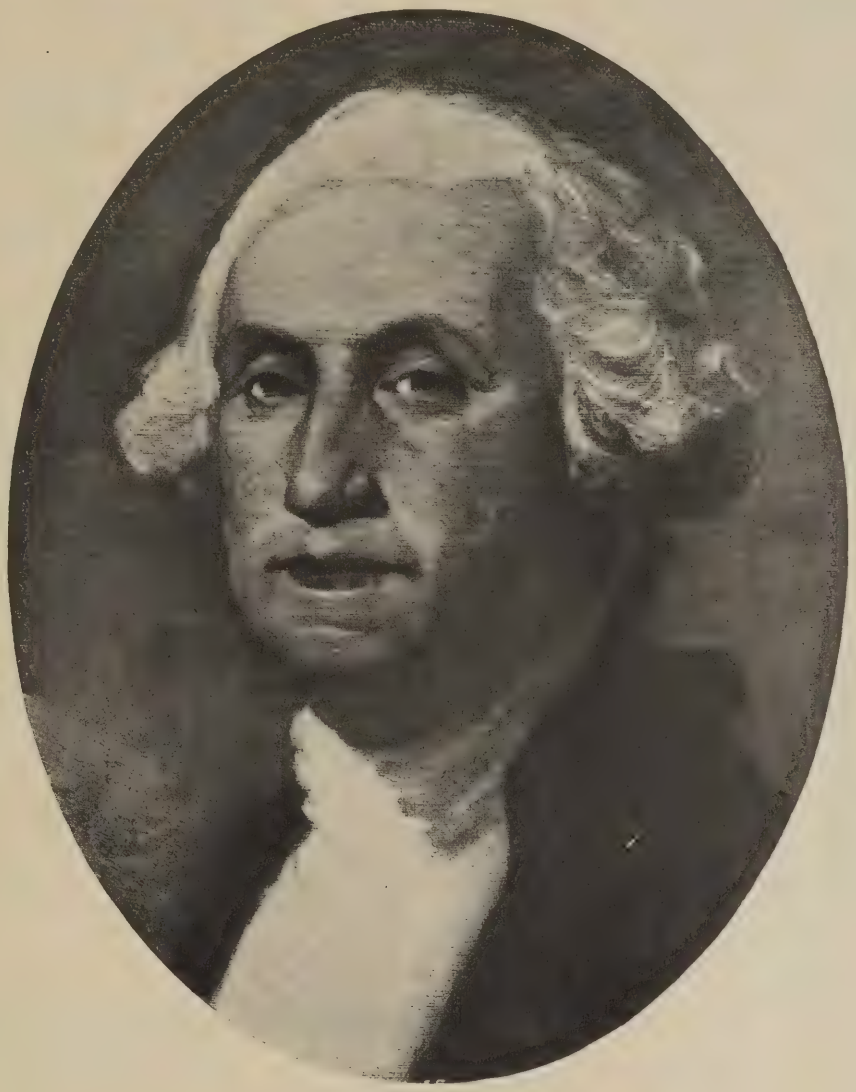

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Gobelin	5.00	" "
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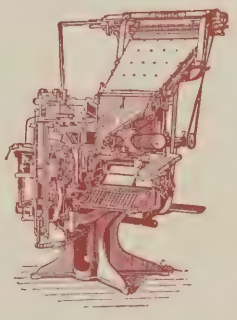

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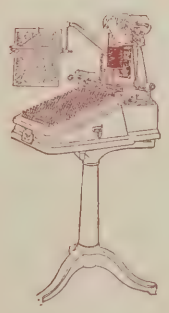

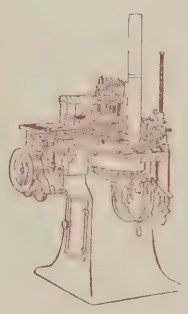

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CHARLES P. SOULÉ, MANAGER

BEN FRANKLIN MONTHLY

Vol. V. October, 1908 No. 2

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CHICAGO

A JOURNAL FOR THE EMPLOYING PRINTER AND ALLIED TRADES

PUBLISHED BY BEN FRANKLIN CLUB.

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Ben Franklin Monthly

DEVOTED TO INTERESTS OF EMPLOYING PRINTERS

VOL. V. CHICAGO, OCTOBER, 1908 No. 2

Co-operation, in a spirit of mutual confidence, will make missionary work a power—through which we can secure Chicago printing for Chicago printers

September Meeting

"THE best Monthly meeting we ever had." Such was the expression of those present at the meeting Thursday evening, September 3, held in the Chicago Advertising Association Club Rooms. While the attendance was not as large as it should have been, the interest taken and the enthusiasm shown was expressive of the appreciation of the good program.

Mr. Wm. C. Hollister of the Manz Engraving Co., acted as chairman in the absence of President Hartman, who was enjoying a vacation.

The main feature of the evening's entertainment was a practical talk by Senator Seneca C. Beach of Portland, Ore.

The fact that Mr. Beach is President of the Western Master Printers' Association and had been in practical organization work among printers for a number of years, made his remarks right to the point. He kept his hearers in close attention throughout with illustrations of the necessity for organization. Attention was called to the fact that printers in their business are constantly dealing with organizations. He mentioned, among others, the paper trades, the type supply houses, and organized labor. "Why then should not the employers try to get together?"

The way the printers do business in Portland, as pictured by Mr. Beach, is the ambition now of a good many of those who were present. He stated that it was not necessary to have all the printers in an organization to obtain results. But if enough of the master printers of any community would get together, who could show that they produce a large majority of the printing done, it would only need this showing to get results.

His experiences in San Francisco were more than interesting. The complimentary remarks made of the Ben Franklin Club and its work were appreciated. Throughout his talk he injected spicy advice to all printers.

The Senator has the thanks of the Ben Franklin Club for the kindness to stay over and make the address. A busy man, but his first interest seems to be the printing business. On motion of Mr. J. A. Morgan, seconded by too many to record, and a rising vote, Senator Beach was thanked for his timely talk.

A motion by Mr. H. F. Hanson and seconded by Mr. L. C. Rogers, to appoint a committee to draw suitable resolutions relating to the death of Mr. W. F. Hall, was unanimously carried. The chairman appointed as the committee, Messrs. H. F. Hanson, Thomas M. Ball, E. F. Hamm, J. A. Morgan and O. A. Koss.

Mr. J. A. Morgan, Chairman of the Cost Committee, reported the work his committee had done, and what they anticipated doing in the near future. His report suggested naming the Committee the "never sleep" Committee.

Mr. Julius Kirchner, Chairman of the Credit Committee, covered the work of his committee. He stated that plans were being made to possibly change the club's Credit System to follow the lines of the Los Angeles plan. That is to install a collecting bureau in addition to the reports. Senator Beach, being called upon again relative to the work at Los Angeles, stated that the Association at Los Angeles had collected $73,000 of bad debts and at small cost to the members.

Mr. L. C. Rogers, Chairman of the Legislative Committee, took up the question of National Election printing. He stated it was the purpose of the committee to see that all the printing was done in Chicago.

Mr. C. A. Legg, former Secretary, spoke on the lines of organization and told of the resultant good that will come of the Ben Franklin Club efforts.

Secretary Ellick, being called upon for a report, covered the period since the last monthly meeting. He surprised those present by stating that 55 Cost Systems had been installed, or rather 55 shops were at work ascertaining their cost of production.

Announcement was made of the change of the dates for future Monthly meetings from the first Thursday of the month to the second Thursday, explaining that on account of the first Thursday coming so near the first of the month, it kept a number away from the meeting.

Announcement was also made that the place of holding the noon meeting was changed from the Y. M. C. A. to the College Inn, arrangements being made for a table d'hote luncheon at 50c per plate.

A report was made of the interest the supply houses are taking in the work of the Club by advertising in the Monthly.

The meeting adjourned at 10:00 o'clock to allow Senator Beach to catch an 11:00 o'clock train.

Noon Luncheons

THE weekly meetings are being well attended, especially since the place of meeting has been changed to the College Inn. The meals and service are all that can be asked for. On this score there should be no excuse for any one that eats to stay away. The talks given by the different members are interesting. Being wholly informal the subjects are handled in a businesslike manner rather than from the oratorical point of view. Of the greatest value in these meetings is the getting together of the printers and the rubbing of elbows of competitors. It means a discussion of issues that are of vital interest to them. Sitting at the table it is common for two printers together to discuss the job they have both been after. Very often it means the analysis of the job, and both learn something to their interest in building such a piece of work. It is not uncommon that one or the other is enlightened as to the customer's ways of doing business.

It should be the rule to sit with a different member at each luncheon. In short, it should be a meeting of relaxation, recreation, business, all combined with the necessity, eating.

A program has been outlined for the balance of the year in the assigning of subjects and dates to different club members. In this way one can always be assured of a good talk interesting to the business.

At the first meeting held in the College Inn, September 10th, there were present 46. Mr. Wm. C. Hollister having been assigned the subject, "Relation of Cuts to Attractive Printing," handled it in his usual "Hollister" style. Through some misunderstanding he said he had not given the subject the thought it required. From his talk no one would have known it had he not mentioned it. Several others spoke on subjects of interest.

On Thursday, September 17th, 51 sat down to the luncheon. The increased attendance proved the interest that is taken in the club work.

Mr. Alfred Hamburger spoke on the subject, "Is It Necessary to Be a Good Fellow to Get Orders?" When he got through there was no doubt as to his thoughts in the matter. His talk was thoroughly enjoyed, and we regret that it is not possible to reproduce it in this issue. He was given close attention. Wit was injected throughout, keeping a presidential smile on each of his audience.

Mr. Clyde Oswald, publisher of the American Printer, spoke on the need of more vacations and the good that results from getting away from business. Mr. Oswald talked in a forcible way, and his words were much appreciated.

Mr. Toby Rubovitz added to the remarks of Mr. Hamburger, Thoughts on Integrity. In his usual energetic style he left some thoughts that will not soon be forgotten. Having just returned from a vacation abroad, he seconded the advice of Mr. Oswald for all to take at some time in the year a vacation, and to repeat as often as possible.

To again break the record of attendance, and to show interest in the noon meeting, 53 were at the meeting Thursday, September 24. Two features no doubt had a good deal to do with getting out so large a number, the excellent meals and service of the College Inn and the announcement that Mr. J. A. Morgan would speak on the subject, "The Power of the Ben Franklin Club, and What We Can Do." Mr. Morgan did not disappoint his hearers, and in his energetic way called attention to the possibilities of improvements to the trade by concerted action of the Club. He spoke of the good already accomplished and of a lot more under way. In this issue we print his talk in full.

It is not too much to say that the meeting was the best noon meeting ever held, and the attendance was the largest to date. It is worth the time taken to be at these meetings. Surely the printer can take an hour and a half of time from his office, which is still spent in the interest of his welfare. *In fact, you cannot afford to stay away.*

There is no better place to which to invite a printer friend, and especially one that does not belong to the Club. Come, be inocculated with Ben Franklinism. It is a place where lost jobs are forgotten.

The list of subjects and the speakers for the balance of the year are:

Sept.	10	Mr. Wm. C. Hollister—Relation of Cuts to Attractive Printing.
	17	Mr. Alfred Hamburger—Is It Necessary to Be a Good Fellow to Get Orders?
	24	Mr. J. A. Morgan—The Power of the Ben Franklin Club and What We Can Do.
Oct.	1	Mr. E. F. Hamm—Is a Publisher a Printer?
	8	Regular Monthly Meeting at 6:30 p. m.
	15	Mr. E. F. Breyer—Music in the Printing Business.
	22	Mr. L. C. Rogers—Imaginary Competition.
	29	Mr. H. L. Ruggles—How to Get Business.
Nov.	5	Mr. Wm. F. Whitman—Will a Cost System Raise Prices?
	12	Regular Monthly Meeting at 6:30 p. m.
	19	Mr. Jno. J. Miller—Correct Copy for Machine Composition.
	26	Thanksgiving.
Dec.	3	Mr. W. J. Hartman—Advantages of Being President.
	10	Regular Monthly Meeting at 6:30 p. m.
	17	Mr. Wm. H. Sleepeck—Installing a Cost System Creates Surprises.
	24	Mr. Benjamin Ott—The Ben Franklin Club Should——
	31	Mr. Julius Kirchner—Credits.

The Largeness of the Printing World

FIVE hundred million dollars is a good deal of money, but not less than this sum represents the annual product of printing in this country; and there are three hundred and eighty-five millions invested in the business of printing and publishing according to reliable statistics. Further figures of interest include the statements that there are about sixty-five thousand officials and clerks, and one hundred and eighty-five thousand engaged in other capacities, aggregating an earning capacity of one hundred and seventy-two millions of dollars. The printing offices use one hundred and thirty millions of dollars' worth of material annually. Commenting on the general subject of printing in New York the *World* says: "Selecting a printer is to choose one who has all the proper facilities and who takes an artistic pride in his work. Poor printing is a bad advertisement for the customer who sends it out. Give the job to the man who knows how to do it. Eliminating newspapers and magazines from the printing business, book publishing forms the next important factor, and often represents the highest type of the art preservative. Wherever a book is known the names of New York publishers are familiar. The story of the making of a book would be a volume in itself, and in recent years keen competition has so reduced prices that the world's best literature has been placed within every one's reach. All these developments have played their part in the increase of everything connected with printing.—*The American Printer.*

Anent Organization

By F. I. ELLICK, Sec'y Ben Franklin Club, in Progressive Printer

THE request for a few words as to why employing printers should organize ought to receive the careful consideration of each one asked. No question before the printing trade is receiving as much thought as printers' organizations. If all the reasons for getting together were given, this issue and several more would not hold them.

Printers should organize because they need it. No other business needs to get together as much as this one, that is rated as fourth in amount of capitalization, also equal rating in the amount of sales, and is now generally recognized as one of the greatest trades in the country. It is a manufacturing industry that is paying wages in amount of pay-roll sufficient to be classed among the largest six industries in the United States.

And while collectively so large, each individual (with few exceptions) is trying to keep apart and aloof of his fellow-craftsmen.

Through this keeping apart, abuses, evils, suspicion of his competitor, disrespect for any one in the same business, ignorance of modern methods, low prices and failures have become a part of the business.

Speak to the average employing printer of conditions in the printing business and he will give you a list of troubles and woes that would drive the ordinary individual to the "lake."

Summing it all up, there is only one reason, lack of unity. Look up all other lines of trade and you will find co-operation and improved conditions.

Consider the workman and see the great benefits that have been accomplished by organization. It is not reasonable to suppose that the employer could not secure some of the same benefits if organized.

The movement of "getting together" is now in actual operation in some localities and with immense good and success.

Cost systems have been devised and are being installed for no other expense to the members than the dues to the club.

How could a proposition of this kind be projected unless by the concerted action of a number, and those interested? Probably this one effort is doing more to change conditions and raise prices than any other, and why not? Will any one knowingly sell below cost?

Franklin Clubs are being organized in all parts of the country, and the need for exchange of experiences and for education is being felt now more than ever.

How and where can you get so much good as in an organization that is of immediate interest to yourself, your life work and your pocketbook?

Is it possible to comprehend what could be accomplished if every employing printer were a unit on the subject of labor, prices, laws affecting printers, abuses by some supply houses and the many things to be contended with every day? Is it not fair to presume that a few can accomplish something if nothing more than an awakening?

If it were possible in this short article to bring to your mind all the shortcomings that you alone have experienced and those that the future will bring out, there is a surety that the aggregate would appal you. Why not then remedy this condition and get the other printers to help you?

In Chicago the Ben Franklin Club has been in existence almost two years. They now represent over 80 per cent of the equipment and capital of the printing houses of that city.

Weekly meetings are held at the lunch hour, and once a month regularly a meeting is held in the evening. Printers find that there are others that are as good and great as themselves. In this way they get closer to their competitors, and meet on the common ground of the same trade to discuss issues of direct and personal interest.

It is the plan where the feelings of hatred and disrespect are removed by personal contact and explanation. Already in Chicago, the members have passed the stages of getting acquainted and are now in the midst of getting out the good of this acquaintance and personal contact.

The meetings are conducted on educational lines. Matters of importance to the trade are discussed and demonstrated. Cost of production, the thing of greatest importance, and the one item that gets nearest the bank account, is a subject that is very often the main feature of an evening's discussion.

Credits, especially discredits of undesirable customers, is an interesting subject, and one which has become serious. A listing of these undesirables can only be accomplished by united action and giving information. A very valuable feature to have handy, if desired, the information as to whether a new customer has the habit of leaving his bills unpaid.

The organization is having a healthy growth, and the work and good they are doing is being recognized by other cities to the extent that information, assistance and co-operation are asked.

Why does the printer surround himself with so much help, and why does he not try to do all the work alone? It is because of the purpose to accomplish that which he alone cannot.

Therefore, let this be an appeal to immediately start some kind of a "get-together" movement, or perfect the organization already started.

The Ben Franklin Club of Chicago is ready to assist you.

How Some Printers Figure

SEVERAL club members bidding on the same job, becoming interested in the bids as made, compared estimates. No better illustration of varied guesses can be made than to publish the specifications and estimates:

Gentlemen:—Please furnish estimate for printing and binding our special catalogue as follows:

Quantity—16,800.

Size—10¾x7¾, trimmed. 80 pages.

Stock—32x44, 120 India tint enamel (Paper Mills Co. Mellocoated).

Pages—75 to 80 blank. One zinc etching and six or eight lines of type to page; printed in black. Composition same as our last issue. Cuts furnished by us.

Binding—Saddle stitched.

Cover—Highlight 23x32, with one word in old gold with black outline. We furnish zinc etchings for cover. We will *furnish stock* for both body and cover.

Figure for first class job and give *time required* to complete work after copy and cuts are delivered. Please furnish estimate at once, as copy is now ready.

	1	2	3	4
Handle stock	$ 43.00	.....	25.00	20.00
Composition	60.00	80.00	100.00	60.00
Press Work	172.50	161.00	175.00	184.50
Cover	25.00	42.00	40.00	33.50
Binding	101.00	75.00	65.00	100.80
Make-up	39.00	10.00	35.00	36.20
Total estimate	$440.50	$368.00	$440.00	$435.00
Bids submitted	$440.00	$352.00	$455.00	$435.00

Senator Beach says you can convince a printer that knows he knows nothing but you cannot one that does not know he knows nothing.

Cost System Expense

THERE is a mistaken idea that to put in a system for ascertaining cost, requires too much help and costs too much money. In a small shop of say five jobbers and two small cylinders, two hours each day should suffice to keep all the records. Surely that much time can be devoted to know where you are at. The item of expense is so small that it is hardly worth considering. There is a small outlay in the start for blanks, but of such a small amount that the saving inaugurated by the system will more than balance it in one month.

How can you know your production and the cost of the production unless by records? Guessing is all well enough if guessing were always to be relied upon. To satisfactorily and successfully run your business you must know what you are doing.

Instead of keeping a ledger or a book to keep records of the accounts owing you, why not just guess at it? Why not take your customers' word for it? Wait until you have money in the bank or are broke to find whether your business is paying or not, or why not wait for your customer to come in with a check in order that you may know he owes you?

In visiting the average printer and asking in reference to cost records, he says, "I don't need any system. I know where I am at. I list every month the money I have received and the accounts uncollected. From this I deduct the money paid out and the bills I owe. The difference is my profit. If it is small my salary is small, and if it is of a fair sum I am satisfied."

Assume that this printer shows by his accounting that he has made money. There is the trouble. He is then satisfied, and can get no farther. He has no analysis of his business. He does not know in what department or on what job he is making money. It is all guess work with him, and in this case lucky, successful guessing. He cannot grow because he does not know what branch to push. Ten chances to one if he pushes he will push the one in which it is the easiest to get orders and the one in which he makes the lowest figures. Low prices generally help to sell the goods, and in a short time the business will be made up of competitive work gained by mistakes in figuring or actual cut prices. With the proper system the production of each department is known. The money expended and the share of the general expense are ascertained. The work is automatic.

The system, as advocated by the Cost Committee of the Ben Franklin Club, is made up of only five propositions, and which is no more than the majority of shops are now trying to record. In fact, it has been found that most shops now keep more record than is required by the club's system. It isn't always the number of blanks used that give the results, but it is the dove-tailing of the information recorded that makes profitable history.

The blanks used in the Ben Franklin Cost System are: 1—Employe's detail work ticket. 2—Pay roll sheet. 3—Summary of work produced, in monthly periods. 4—The cost of each job. 5—Cost statement, showing the money expended in each department. This, with the totals taken from the summary record, show the cost of each hour consumed the cost of each press impression, or can show the percentage to add to wages paid to get the cost of each employe's productive hour.

Nearly every shop uses some kind of an employe's time ticket. The club blank differs only in the arrangement.

Every office makes up a pay-roll. Why not have one correctly made up, so that it can be used as a record? This pay-roll blank shows the hours chargeable and non-chargeable of each employe. It shows each day and each week the percentage of lost or non-chargeable time in each department. The figures carried from the pay-roll, daily, to the summary blank lists this information for a period of one month. You have in the summary record information of the chargeable and non-chargeable production, as well as the impressions from each press for every day in the year. How valuable a record of this kind must be to every owner or manager! It allows for comparison for any stated period. It shows at a glance whether your production is increasing or decreasing. Every printer trys to keep a record of the cost of each job. Some get the actual time expended on the job, while others make the record by guessing at the time it ought to take. The latter way is the most common in use at the present time, and is the main reason why there are so many failures. The time it should take and the time it actually did take are a long ways apart. Some argue, "What good does it do after the job is done?" It may not do any good on that job if the price was made in advance. But the information is of immense value in estimating any similar piece of work. Having no record of what has taken place will never alter your guesses, and if the guesses in the past have always been bad there is nothing that will change them. Getting the time taken on any job is well enough, but it is of no value unless the cost of each hour is actually known.

The system, therefore, would not be complete unless there was some form or blank which would give this cost. In the statement of cost this is all shown. All records listed on the other blanks are entered here.

The statement of cost blank can also be made a profit and loss statement of your business, and which will show the profit or loss in each department.

The Ben Franklin Club cost system will bear investigation. No printer should be without system of some kind. The secretary of the club is ready at any time to fit the system to the individual office. When there is no cost of installing a system other than membership in the club no one should be without the knowledge of *HIS COSTS.*

FOLLOWING the example set by their Printer Cousins and seeing the good that has been accomplished by co-operation and organization, the Binders and Rulers to the trade have formed an association within themselves. No better move has been made in the trade, and the movement is a compliment to the Ben Franklin Club.

In no line of business is there such a wide difference of opinion regarding production and prices as among Binders and Rulers. Probably the main reason is the lack of getting together. Exchange of experience is one of the greatest schools. In no better way can one get down to real knowledge of the business than when, besides knowing his own, he gets acquainted with the way others do business. Living and associating with oneself only, limits his securing of knowledge and what is going on, to the four boundaries that confine him.

The Ben Franklin Club extends to the new organization its best wishes, and knows that good results will come from their present modern ideas of joining with each other for the purpose of sociability, education and improvement.

As yet, only the temporary association has been formed. Several preliminary meetings have been held. A dinner was given Friday evening, September 25, in Mangler's Restaurant, at which seventeen binders and rulers were present. Everyone seemed interested and imbued with the get-together idea. Short talks made by all present showed the necessity for experience meetings. Mr. F. N. Volkert acted as chairman and succeeded in getting out of the gathering much good.

The Secretary of the Ben Franklin Club, Mr. Ellick, was present by invitation. He made a short talk on the benefits to be secured by co-operative action.

Chicago's Average Cost of Production

THROUGH the efforts of the Cost Committee of the Ben Franklin Club of Chicago, a number of offices have turned in to the Secretary's office 24 reports of their costs by filling out Form 9 of the Ben Franklin Cost System.

Form 9 is a Statement of Costs so arranged that when properly filled out will give the exact cost of production.

The list here given are the ones received up to the date of the BEN FRANKLIN MONTHLY going to press. In each succeeding issue the additional reports will be published. In this way, and in no better way, can the average cost of production be known. The figures are ascertained on the same uniform basis. The results to some will be as much a surprise as to the office producing them. The work of getting together these figures and the totals secured caused no little consternation.

After studying and analyzing the reports, many an office will take it upon themselves to investigate their own records, and if those same figures cannot be shown, they will at once inaugurate some system by which comparisons can be made. If a system is in use, sufficient to get the figures, and if such figures prove to be higher than the lowest shown, there is no doubt that strenuous measures will be taken to reduce the costs to come somewhere near the lower figures shown.

If this much is accomplished by the Ben Franklin Club, that alone will compensate all for the interest, work and money expended.

If we don't know our cost, we must at least know somewhere near the basis. It is reasonable to presume that without a system the cost is not or cannot be much lower than the average here shown.

The Cost Committee asks every member to get busy, fill out a report at once and forward to the Secretary's office to be tabulated and thereby get the true average cost of production in Chicago.

Hand Composition, Cost per hour.	Machine Composition, Cost per hour.	Cylinder Presses, Cost per hour.	Platen Presses, Cost per hour.	Bindery, Percentage of total overhead to wages paid.	Percentage of average department direct overhead to the producing pay roll.	Percentage of Office expenses (not including department direct expense) to the producing pay roll.	Average percent of the total overhead as compared with the wages paid for the hour produced.
1.20	1.28	1.31	.72	.96	36	.66	.92
1.10	1.40	1.05	.60	.88	.37	.60	.97
.90	1.32	1.10	.53	.98	.34	.58	.92
1.32	2.04	1.09	.60	1.16	.35	59	.94
1.20	1.60	1.69	.68	.93	.41	.65	1.06
1.47	1.98	1.47	.67	.97	.36	.68	1.04
1.39	2.18	2.70	.74	1.20	.47	.83	1.30
1.26	1.95	1.28	.76	1.00	.41	.75	1.16
1.02	.....	.....	.81	.....	.33	.68	1.01
1.57	.....	.....	.67	.....	.22	.54	.76
1.13	1.31	1.71	.71	.96	.36	.57	.93
1.10	.....	.....	.68	2.40	.68	1.22	1.90
.72	.....	.....	.59	.75	.43	.52	.95
1.01	.....	.....	.53	1.07	.41	.70	1.11
.74	.....	.....	.65	1.03	.40	.47	.87
.85	.96	1.63	90	.92	.55	.40	.95
.77	.86	1.75	.81	.97	.56	.36	.92
.83	.85	1.57	.77	1.13	.60	.38	.98
82	.80	1.50	.77	1.06	.50	.34	.84
.75	.80	1.35	.78	1.01	.46	.32	.78
.83	.85	1.23	86	.90	.50	.32	.82
1.16	1.40	1.61	.81	.90	.30	.60	.90
1 99	.....	1.09	.51	.81	.27	.70	.97
1 50	.....	1.08	.41	74	.27	.52	.79
1.109	1.347	1.456	.694	1.033	.413	.582	.995

Cut This Out and Paste It on a Card

WAGES BY THE DAY AND HOUR

Rate Per Week	Per Day	8-Hour Day Per Hour	9-Hour Day Per Hour
$3.00	$.50	$.0625	$.0555
3.50	.5833	.0729	.0648
4.00	.6666	.0833	.074
4.50	.75	.0937	.0833
5.00	.8333	.1041	.0926
5.50	.9166	.1145	.1018
6.00	1.0000	.1250	.1112
6.50	1.0833	.1354	.1204
7.00	1.1666	1458	.1296
7.50	1.2500	.1562	.1390
8.00	1.3333	.1666	.1483
8.50	1.4166	.1770	.1574
9.00	1.5000	.1875	.1667
9.50	1.5833	.1979	.1759
10.00	1.6666	.2083	.1852
10.50	1.7500	.2187	.1945
11.00	1.8333	.2292	.2037
11.50	1.9166	.2396	.2130
12.00	2.0000	.2500	.2222
12.50	2.0833	.2604	.2315
13.00	2.1666	.2708	.2408
13.50	2.2500	.2812	.2500
14.00	2.3333	.2916	.2592
14.50	2.4166	.3020	.2685
15.00	2.5000	.3125	.2777
15.50	2.5833	.3229	.2870
16.00	2.6666	.3333	.2962
16.50	2.7500	.3437	.3055
17.00	2.8333	.3541	.3148
17.50	2.9166	.3646	.3241
18.00	3.0000	.3750	.3333
18.50	3.0833	.3854	.3426
19.00	3.1666	.3958	.3518
19.50	3.2500	.4062	.3611
20.00	3.3333	.4166	.3700
20.50	3.4166	.4270	.3796
21.00	3.5000	.4375	.3888
21.50	3.5833	.4479	.3982
22.00	3.6666	.4583	.4074
22.50	3.7500	.4687	.4166
23.00	3.8333	.4791	.4260
23.50	3.9166	.4895	.4352
24.00	4.0000	.5000	.4444
25.00	4.1666	.5208	.4629
26.00	4.3333	.5416	.4816
27.00	4.5000	.5625	.5000
28.00	4.6666	.5833	.5185
29.00	4.8333	.6041	.5370
30.00	5.0000	.6250	.5555
31.00	5.1666	.6458	.5740
32.00	5.3333	.6666	.5926
33.00	5.5000	.6875	.6111
34.00	5.6666	.7083	.6296
35.00	5.8333	.7291	.6482
36.00	6.0000	.7500	.6666
37.00	6.1666	.7708	.6852
38.00	6.3333	.7916	.7037
39.00	6.5000	.8125	.7222
40.00	6.6666	.8333	.7407

BREVITY.

A traveling salesman was thunderstruck upon being presented with a telegram which ran:

"Twins this morning—more later. Sadie."

ABOUT ACID BLAST ETCHING

The Gill Engraving Company Says:

All other methods of etching are far behind the times, and absolutely useless for a progressive house. Plates etched by this method are *deeper, cleaner, sharper and are not undercut; they are the only halftones that can be electrotyped properly*

The Phototype Company of Philadelphia says:

(guarantee half-tones) 200% deeper (than you have ever had)

which means easier make-ready, fewer stops for wash-up while on press, longer life, and the *absolute assurance of securing better electros*.

By our process you can hold details by using finer screens, still securing depth enough for any stock, cutting the make-ready in half. Vignettes, by our method, can be reduced more sharply, yet have such printing qualities that the make-ready is greatly lessened and the possibility of wire edge practically eliminated.

Send us to-day one piece of copy with the understanding that we will make you a half-tone cut entirely subject to your approval. Compare the cut under a microscope with any you have ever secured, and if it is not 200 per cent deeper, merely send it back. We will cancel the charge and pay the expressage both ways.

An Eastern Engraver says:

"We have found Acid Blast Etchings in both halftone and zinc IN EVERY WAY superior to the old method of etching.

"Any desired depth is possible.

"Line etchings are sharp, clean, of enormous depth, absolutely free from undercutting."

John Swain & Co., of London, say of the Acid Blast Machine:

1st.—A great saving of time in making plates.

2d.—A remarkable purity of tone combined with accentuated contract rendering the plates particularly suitable for newspaper and commercial printing.

3d.—A certain quality in the etch almost unattainable by the ordinary method of etching which greatly facilitates the work of electrotyping and printing.

Still Another Engraver says:

"Acid Blast Etchings retain the color of the copy. The dots do not break where the high lights meet the middle tone, but give a decided softness instead; nor do the high lights etch away where they join a darker tone, so troublesome a feature in the past. We cannot recommend Acid Blast Etchings too highly for a saving of time and remarkably improved quality."

Another Engraver says:

"It is in the depth and sharpness of the dots that we find the greatest improvement over the old style tub or hand etched plates."

One Customer says:

"The old style etchings 'look like junk' when compared with an Acid Blast Etching."

The Exclusive Rights to the Process for Chicago have been purchased by the

JAHN & OLLIER ENGRAVING COMPANY

TELEPHONE MAIN 3821 — 84-88 MARKET ST.

The most scientific, up-to-date, square dealing engraving company in the West. Almost the only one that keeps hands off the printing orders

Serious Competition

AN ARTICLE in the September *American Business Man,* which on the face looks like a story of success and a new enterprise for young men, is really only a sharp piece of advertising. The article is in relation to the small automatic printing presses seen in so many show windows and hotel lobbies nowadays. A picture is presented of the immense profits that have been made by several persons operating the small card printing business, and also in glowing phrases show the possibility of a quick fortune if only one of these machines is bought. Of course it is only advertising, and you will say that every one should have a right to present his goods in any manner he sees fit. All right; but let us see what figures and statements are presented. In the first case presented we quote the article exactly as printed:

"A young man in eastern New York looking about for a profitable business venture was attracted by the possibilities of one of these little presses. After investigation he decided to invest in a press, type, cabinet and complete outfit, and also purchased a small line of card stock. He then made arrangements to operate the press in the window of one of the leading drug stores in Schenectady, New York, paying the proprietor 20 per cent of the total receipts. In the eleven days he was there he took in $130.80, his daily receipts being as follows:

May 13	$ 5.85
May 14	10.25
May 15	19.10
May 16	15.05
May 18	19.30
May 19	8.25
May 20	9.45
May 21	7.85
May 22	15.85
May 23	10.90
May 25	8.95
	$130.80

"Preferring to travel about, he moved to another large city and is now operating the press throughout the east, making good money and well satisfied with his investment."

To show how much of this is profit a misleading statement is presented in the first part of the article, and which is as follows:

"As a business opportunity for a young man with a couple of hundred dollars to invest, this press offers unique and remarkable advantages. No one before has made a specialty of printing cards—it is a matter too small for the average printer to bother with, and he must charge a high price to reimburse himself for the time of his costly pressman feeding the cards by hand and the expense of running a large, complicated press. A man devoting his entire energies to producing high class cards is in a field by himself—a field that has never been worked in any degree approaching its possibilities. Instead of having to solicit his trade, it comes to him. Located in a prominent position he is seen at work by every one passing, and thus his business receives free advertising that is reflected in the receipts in the cash drawer at the end of the day.

"The usual price charged for cards is 50 cents a hundred where one line of type is set, and 10 cents additional for each extra line. The stock and printing for a hundred card job should not cost over 7 cents, netting a profit of about 700 per cent on each job. Where large quantities are printed the price, of course, is lower, as the initial cost in printing is figured on composition, or the setting of the type.

"A knowledge of printing is not essential to make a success of this press. The Automatic Card Press is simple in mechanism, and any one can learn how to operate it in an hour or two. A little practice in typesetting fits one to set up a form for the usual run of card jobs, and after a few weeks the operator attains sufficient dexterity to tackle almost any kind of work possible on his press, as the tedious 'make-ready' is entirely done away with, the strength of the impression being regulated by the turn of two simple set-screws."

Probably the statement that there is 700 per cent profit in printing 100 cards is the reason that here in Chicago the price has dropped to 25 cents per 100 cards. Those in this new business have imbibed the regular printer's spirit and do not want to rob their customers. How in the name of Ben Franklin any one can furnish the stock, set up the card, print it (even at no cost for press work) for 25 cents is beyond the comprehension of even the cheapest of printers.

Presses of this sort are getting too numerous. It may be only a few days before these little affairs will be improved and enlarged to such an extent that other printed work will be done at 25 cents per hundred (larger quantities at a less price). Already the effects of the offset press are being felt in commercial work. Originally intended for lithographing, it is now competing in the printing lines. It seems to be the rule to sell as cheap as you can produce. New inventions and new appliances seem to be brought out not for the benefit of the owner of the printing business, but entirely for the benefit of the customer.

Where will it end, and what is our trade coming to?

The United Typothetæ of America held its twenty-second annual convention at Boston, Sept. 9-10-11. The place of meeting was in Paul Revere Hall. Headquarters were at Copley Square Hotel; 350 delegates and friends attended, the convention. On account of the absence from the city of Mayor Hibbard the address of welcome was made by Alderman W. Dudley Cotton. E. A. Kendrick, a member of the Executive Committee, responded for the Association.

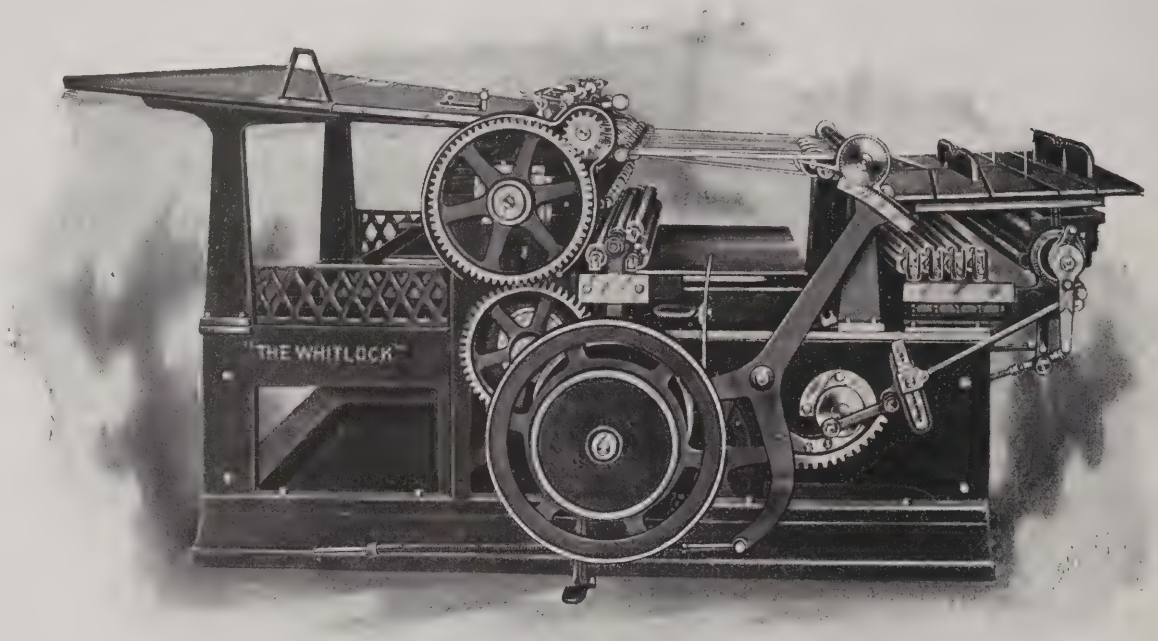
In the report of Secretary John MacIntyre special attention was called to the necessity of systems for ascertaining of cost in all printing offices. He recommended that the Typothetæ adopt some uniform cost system. A committee was appointed to investigate various systems. The new officers elected are as follows:

President .....E. Lawrence Fell, Philadelphia.
Vice-President .....Wilson H. Lee, New Haven.
Secretary .....John MacIntyre, New York.
Treasurer .....A. W. Glossbrenner, Indianapolis.

Executive Committee: A. R. Barnes, Chicago; Isaac Blanchard, New York; George M. Courts, Galveston; J. Stearns Cushing, Norwood; L. T. Davidson, Louisville; H. K. Dean, Grand Rapids; George H. Ellis, Boston; Wm. J. Golder, Pittsburg; Franklin Hudson, Kansas City; H. W. J. Meyer, Milwaukee; Samuel Rees, Omaha; Robert Schallenbach, New York; C. W. Skinner, St. Louis; Fred L. Smith, Minneapolis; Edward Stern, Philadelphia; John Stovel, Winnipeg; E. C. Tanger, Rochester; E. W. Watson, Jersey City.

The Western Pennsylvania Hospital for Insane has recently bought a printing outfit for the use of the patients. Mr. Forsyth, the Pittsburg salesman of Barnhart Bros. & Spindler, arranged for the installing of the outfit.

Whitlock Pony



Earns You Money!

The strongest and most efficient Pony Press built. Gives exact register, ample distribution, and the maximum output at least labor cost :: :: ::

"There is Profit in the Pony"

We guarantee satisfaction with the Whitlock Pony Press. Call and see one on our show floor and we'll tell you why it excels :: :: :: :: :: ::

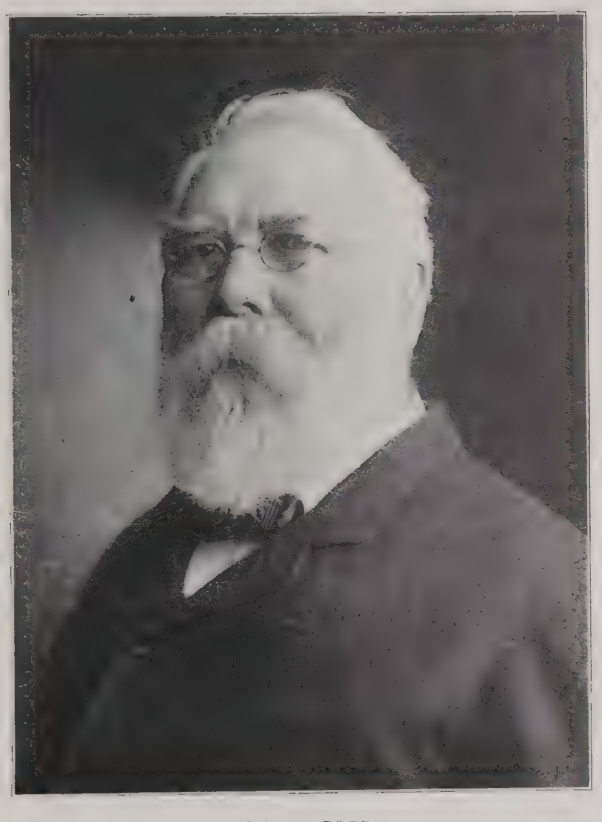
American Type Founders Company

CHARLES P. SOULÉ, Manager :: 203 and 205 Monroe Street, CHICAGO

John Marder, Veteran Typefounder, Retires

AFTER forty-eight years of continuous service in the type founding field, John Marder, to whom more credit is due for the adoption of the point system in American foundries than to any other, retires to private life and to the enjoyment of the competence which is justly his.

In his place, as manager of the Chicago branch of the American Type Founders Company, Charles P. Soulé, one of the best known men in the business, is installed. Mr. Soulé assumed his new duties on Sept. 1, having resigned as manager



JOHN MARDER

of the Crescent Type Foundry, where he won for himself an enviable reputation for business judgment.

While printers throughout the Chicago territory rejoice with Mr. Soulé in his good fortune, all lament the ravages of time which have forced John Marder, the "Nestor of the business," to retire to an easier and more pleasant life. For few men in the business world are loved and revered as is John Marder.

Were you to spend an hour or two among the older printers of Chicago, especially among those who passed through the trying reconstruction period following the Chicago fire, you would hear nothing but praise for "Old John Marder," as he is affectionately known by all. They will tell you of the courtesies shown them by the firm of which John Marder was partner and manager. They will tell you how he aided them in refitting their printing offices, destroyed by fire, and how he extended credit to the amount of $300,000 on the strength of former satisfactory connections, and when not one in ten had any basis for credit so far as money went after the fire. And it is a tribute to his business judgment, as well as to the printing fraternity, that his loss on this credit was less than 2 per cent.

While John Marder endeared himself to the printing fraternity by this and similar deals, the affection for him is not entirely based upon such sentiment. There is an admiration for the man based upon what he accomplished for the business as well as upon what he accomplished for himself. He was the pioneer in America in adopting the point system of type, and this alone has saved millions of dollars for printers and has done much toward elevating the art to its present high standard.

John Marder was born in Greentown, Stark county, Ohio, March 5, 1835. His parents had come to this country in 1820 from Germany and had settled on a farm in Ohio. John spent his summers working on his father's farm and his winters in attending school. At the age of sixteen he entered a printing office at Akron, Ohio, where he learned the printing business. When 21 years old he went to Davenport, Iowa, where for three years he was employed in a book store owned by A. P. Luse, his future partner. The book store later became a department of the business of which the printing firm of Egbert, Fidlar & Chambers is the successor.

In 1860, Marder came to Chicago and became a bookkeeper for the Chicago Type Foundry, which was then a branch of Charles T. White & Co.'s New York Type Foundry, now A. D. Farmer & Son Typefounding Company. Two years later this business was acquired by D. Scofield & Co., of which Mr. Marder was one of the partners. From that time John Marder has been one of the leading American type founders. Later he sold his business to the American Type Founders Company. This was in 1892, and since then until the first day of August he has been manager of the Chicago branch, having retained a large interest in the corporation.

While Mr. Marder will be missed at the Chicago branch of the American company, his place will be ably filled by Mr. Soulé, the new manager. Like his predecessor, Mr. Soulé is well trained for the business, having practically spent a lifetime at it.

His first venture in the type founding business was as a bookkeeper for one of the largest concerns of the early days. Seeking a larger field, he accepted a position as a traveling auditor for a large eastern manufacturing concern. In this capacity he spent several years, covering the entire country.

In 1897 he was appointed by the American Type Founders Company as a traveling auditor, and it is largely due to his ef-

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

FACTORIES

CHICAGO
195-207 South Canal Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
507-509 Broadway

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

forts that this company's present office systems have been brought to their present efficiency. But road life did not suit Mr. Soulé and he tired of being away from home nine or ten months every year. The position of manager of the Crescent Type Foundry was offered him and he accepted.

CHARLES P. SOULE

Under his management the Crescent Company's business increased and today the concern is one of the best testimonials to Mr. Soulé's business judgment and sagacity.

With Mr. Soulé's energy and active methods, there is little doubt but that the Chicago branch of the American company will rapidly become the foremost of its kind in the West.

The "Cost" System

THE printing trade contains more opinions to the square inch and less harmony of views than any other. We thought every one was convinced of the advisability of a cost system, and that that and the other board of trade ideas were on the boom, and looked upon as a line of education which would raise the price of printing to the consumer and get a proper profit to the printer. Now comes Mr. Henry N. Cherouny, deploring the tendency of his fellow-printers to look for relief in board of trade policies. He believes they are bound to fail. "The remedy is inadequate," says Mr. Cherouny, "and the methods repugnant to the law, and as soon as a board of trade became effective and particularly distasteful to some interests or individual a grand jury probe would destroy the painfully built house of cards. Similar devices have been tried elsewhere and have failed, and as like causes produce like results, they will fail here."

And Mr. Charles Francis believes that a cost system should be introduced only for information and to find a basis, and then be dispensed with as too expensive. He said in a recent interview: "My experience is that it is not necessary to keep up the expensive machinery all the time. After all the pertinent facts have been secured and proved to be correct the system may be so simplified that it ceases to be expensive and yet serves the purpose of a more elaborate plan—that is, if one is satisfied with results and doesn't care for never-ending and worrying analysis of details."

John MacIntyre, secretary of the United Typothetae, in his report to the Boston convention, dwells to some extent upon the advisability of the Typothetæ's indorsement of some particular system—the simplest a committee can find—arguing that a proper knowledge of costs will help the whole trade, but not claiming that any cost system is better than none, which is exactly what Mr. Charles Paulus of the New York Printers' Board of Trade claims, though he thinks experience and study has simplified the idea so that it can be with benefit adopted in most printing offices.

It is certain that more printers are studying costs at this time than ever before, and that less haphazard estimating is being done. Also that the trade by such study is being placed on a more solid foundation.—*The Printing Trade News, September.*

Our Worth Appreciated

Montgomery, Ala., Sept. 30, 1908.

MR. F. I. ELLICK, Secretary,
Ben Franklin Club,
Chicago, Ill.

Dear Sir:—

On behalf of the Ben Franklin Club of Montgomery, I thank you very heartily for the kind and valuable communication of the 25th inst. It will be of invaluable assistance to us in our efforts to perfect our organization. In this connection, allow me to congratulate you on the Ben Franklin Monthly. It should certainly be appreciated by the trade. It is very evident that your Club can be a benefit, not only locally, but to the trade in general.

Again we thank you for your kindness, and wish for you many good things in your efforts to elevate the printing business to the sphere in which it properly belongs.

Yours truly,
A. H. WILSON,
Secretary.

P. S.—I contemplate a trip to your city, and shall be pleased to look you up.

Winnipeg, Can., Oct. 2, 1908.

MR. F. I. ELLICK,
Secretary Ben Franklin Club,
Chicago, Ill.

Dear Sir:—

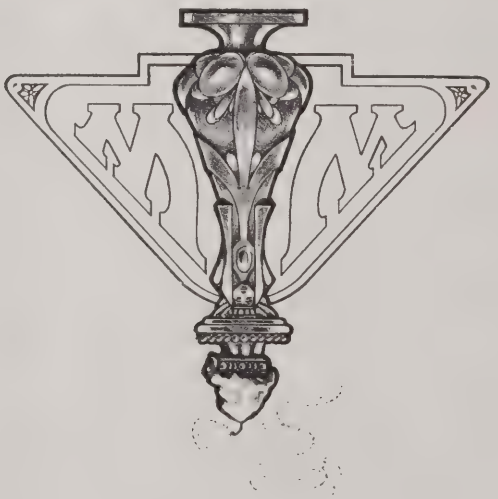
I am in receipt of set of cost blanks used by the Ben Franklin Club, which you very kindly sent on request of your Mr. Morgan, whom I had the pleasure of meeting at Boston. Kindly accept thanks for same, and I trust they may be very useful in the discussions on cost which will be one of the features of our present series of meetings.

Yours very truly,
J. DIXON.

GOOD ROLLERS

Practical Men and Methods
OLDEST IN THE WEST

The Buckie Printers' Roller Co.



Established 1869

FACTORIES

Chicago, Ill.	Detroit, Mich.	St. Paul, Minn.
396-398 South Clark St.	172-174 Grand River Ave.	466 Jackson Street

Important Insurance Suggestions

A great many business men do not realize the importance of giving careful attention to the subject of insurance, and printers as a class are no exception to this rule. The first consideration being to try to get a job of printing in return for the order for insurance asking no questions as to the class of Companies or their financial standing, in which the business is to be written, and giving less heed to the qualifications of the insurance man to whom the order is given.

It takes several years to learn the printing trade, some more to learn how to run a business and still the up-to-date printer learns something new every day. A man who has failed in everything he has undertaken cannot give proper attention to your order for insurance any more than a man who has failed in the grocery business can open a printing office and expect to succeed.

Insurance is a profession; there are a great many problems to overcome and it takes years for a man to become competent to properly protect his customers' interests. No one who was in his right mind would think of buying even a $500.00 lot without having a lawyer examine the Abstract and certify that the title was good, yet many business men give the order for the insurance, which may stand between them and financial ruin in case of fire, to a man who is a "good fellow" or out of a job and soliciting insurance, until something better turns up and when after the fire there is trouble over their insurance adjustment, condemn all insurance companies and the men in the business as not being ready to live up to their contracts when they themselves are to blame for instrusting important business to a novice.

Your insurance man should be one in whom you have the utmost confidence as to his knowledge, ability and integrity. If you cannot trust him with your business secrets you cannot afford to have him place your insurance, for as previously suggested the proper care of your insurance may be all that will save you from financial ruin.

As insurance is an expense it should be secured at as low a rate as possible; an up-to-date insurance man will look carefully to the saving of unnecessary charges; a feature that an inexperienced man cannot tell how to do; the experienced man may be able to show you how by expending a small sum you can save a considerable amount in premiums.

The proper writing of the form of policy so as to cover everything is very important. A carelessly worded form of policy may mean a serious loss by failure to collect insurance for loss on articles that must be specifically mentioned in order to be covered, while failure to have the necessary permits may mean the voiding of your insurance.

Many printers have bought at least one machine on time, and the seller requires specific insurance for such machines with loss clause to protect them. Unless your general insurance takes cognizance of such specific insurance complications will arise in the settlement of a loss, that may result in your having paid for insurance that you cannot collect, causing you a loss that the insurance companies would have paid if the policies had been properly written.

In case of loss the policy contract provides that the assured must prove their loss. This can hardly be done without an inventory; every good business man wants to know what his plant consists of and its value and in case of fire a complete inventory will greatly facilitate the speedy settlement of your claim.

From the foregoing statements the printers of the Ben Franklin Club can readily see the necessity of placing their insurance in the hands of a competent insurance man who is worthy of closest confidence rather than to seek a return order for the insurance premium.

In case of loss the service of such a man in securing prompt and fair adjustment will prove to be invaluable.

FATHER'S RECIPE.

We hear a lot of mother's cakes
  And sister's lemon pie;
Of gingerbread that gran'ma makes,
  And auntie's doughnuts,—my!
But father's got a recipe
  He says beats all the rest;
And when it's mixed O. K., says he,
  It suits *his* palate best.

Some lie-abed-till-nine-o'clock,
  Some breakfast-up-to-ten;
A shirt-sleeve-stroll-around the block,
  A shave, a pipe, and then
A pile of Colored Supplements,
  With frequent dozings off—
Those are the chief ingredients
  Of father's Sunday loaf.

—*Lippincott's.*

LAUGH A LITTLE BIT.

Here's a motto, just your fit,
    Laugh a little bit.
When you think you've trouble hit,
    Laugh a little bit.
Look misfortune in the face,
Brave the beldam's rude grimace;
Ten to one, 'twill yield its place
If you have the wit and grit
    Just to laugh a little bit.

Cherish this as sacred writ,
    Laugh a little bit.
Keep it with you—sample it,
    Laugh a little bit.
Little ills will sure betide you,
Fortune may not sit beside you,
Men may knock and fame deride you,
But you'll mind them not a whit
    If you laugh a little bit.

SUCCESSFUL organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticise those who do things that tend to make organization a success.

Whiting Paper Company

207-211 Jackson Boulevard

Ledgers—

Whiting's Linen Ledger
Sterling Linen Ledger
Record Linen Ledger
Lily Linen Ledger

Linens—

Linen Fabric
Argyle Linen
Brunswick Linen
Pure Linen
Trade Linen

Bonds—

Whiting's No. 1 Bond
Imperial Bond
State Bond
Cheviot Bond
Exposition Bond
Chauncy Bond
U. S. Bankers' Bond
Textile Bond
Trade Bond
District Bond

The Standard of all Superfines:
"Whiting Paper Co."

Our other Fines, Superfines and Colored Flats—Warwick Superfine : Clingstone : Century : Special Olden Flax : Litho Plate : Wabash : London : Whiting's Superfine Colored : Amherst Colored : Mimeograph

Large stock carried regularly in stock. We are also headquarters for Fancy Finished Papers, Bristols, Weddings Cards, etc. If you are not supplied with our Sample Book No. 7 and Catalogue, call Harrison 2595 or 2596

DINSE, PAGE & CO.

ELECTROTYPERS
NICKELTYPERS
STEREOTYPERS

429-437 LA SALLE ST.
CHICAGO

TELEPHONE HARRISON 7185

Beautiful Printed Samples

Showing relative printed effect of different screens from same subject on various grades of paper with valuable suggestions.

CHICAGO PAPER COMPANY
203 Monroe St., Chicago

Humor & Philosophy

Defeat is a tonic to a brave man.

Telling your troubles is swelling your troubles.

Deliver not your words by number but by weight.

The Indian scalps his enemy; the paleface skins his friends.

Some people know a great deal, but a whole lot of it isn't so.

Our beautiful cities would still be in the forests but for dreamers.

The country doctor doesn't like to be regarded as the village cut-up.

The man who can lose his money and still keep his friends is a wonder.

Push! If you can't push—pull. If you can't pull, please get out of the way.

The man who minds his own business will always have business to mind.

He that has never known adversity is but half acquainted with himself.

Our incomes are like our shoes; if too small, they pinch; if too large, we stumble.

The world is usually willing to step aside for a man who knows where he is going.

The man who aims to get there with both feet has two soles with but a single thought.

Most people would be willing to work for their money if it were not such a slow process.

You cannot prevent the birds of sadness from flying over your head, but you may prevent them from stopping to build their nests there.

Sales are of no account if after the sale is made it leaves no profit. The time is near when every printer will have a separate sales and profit showing department with a capable man in charge to look after the salesmen, to encourage them and educate them in selling such jobs which will leave them a profit. Some salesmen do very good in selling what we call leaders which leave little or no profit, and may not attempt to sell the goods which leave a profit. These salesmen generally have a great amount in sales per month. You will also find many salesmen who sell those articles of profit. Their sales may not be as large per month but their profits far greater. The first salesman we would call an order taker and the latter a salesman indeed.

These order takers should be trained in salesmanship by their fellow salesmen.

Not long since we were surprised by hearing a certain master printer who has achieved a reputation as a price-cutter and general demoralizer of trade conditions giving another of his ilk quite a dissertation on the moral obliquity of his conduct as a business competitor. Quite elated by the seeming change of heart we at once approached the pair with a proposition that they enter the ranks of the Printers Board of Trade; but were met with absolute refusal. The only excuse given being that they "knew it all." Of course, they did not say it that way, but that is what it sounded like when brought down to the first proposition.

Thinking the incident over recalled a Japanese fable that goes something like this:

Once upon a time a peasant went to heaven, and the first thing he saw was a long shelf with something very strange upon it.

"What is that?" he asked. "Is it something to make soup of?" (The Japanese are very fond of soup.)

"No," was the reply, "those are ears. They belonged to persons who, when they lived on earth, heard what they ought to do in order to be good, but they didn't pay any attention to it, so, when they died, their ears came to heaven, but the rest of their bodies could not."

After a while the peasant saw another shelf with very queer things on it.

"What is that?" he asked again. "Is that something to make soup of?"

"No," he was told, "these are tongues. They once belonged to people in the world who told people how to live and how to do good, but they themselves never did as they told others to do; so, when they died, their tongues came to heaven, but the rest of their bodies could not."

If all printers were rewarded according to this idea there would be a tremendous supply of ears; but the supply of tongues might be much reduced if the various excuses and subterfuges they repeat in the effort to excuse their owners from doing the right thing were charged against them.

Are you saving your ears only, or have you come within the fold and begun to train to be saved all over? The gates are still open. There is no one to blame but yourself if you continue to be a hindrance to the proper progress of the printing business.—*September Master Printer.*

Ten Commandments for the Business

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayst prosper in thy affairs and make the word "failure" spell "success."

2. Thou shalt not be content to go about thy business looking like a bum, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I didn't think."

4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.

5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by his own hard labor.

7. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them,

8. Thou shalt not be afraid to blow thine own horn, for he who failest to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

9. Thou shalt not hestitate to say "No" when thou meanest "No," nor shalt thou fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.

10. Thou shalt give every man a square deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment hang all the law and the profits of the business world.

Mr. Printer:

¶ We want to acquaint you with and interest you in our new Wizard Bond paper, for business stationery.

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What is a Red Room Printer?

Beware of imaginary competition.

Preach, then practice what you preach.

Now, altogether. Let us make the membership 100 more by November first.

By actual count there are only 600 printers listed in the Chicago Telephone Directory.

¶ Some buyers of printing are following the rule: To profit by the mistakes of estimators.

¶ In soliciting a customer let us not ask for a chance to figure on the job, but just ask for the job.

¶ Without a system, how is it possible to know whether the production is where it should be?

¶ Elimination of unintelligent competition would tend to raise your prices and thereby increase the profits.

¶ Get right with yourself. Join the Ben Franklin Club. Then you will be a better neighbor and competitor.

¶ Any city should be proud of a citizen like Senator Beach. He has the stamp and caliber of a good money-making printer.

¶ It has been stated that it is too easy to get into the printing business. By some of the happenings lately recorded, it seems about as easy to get out of business.

¶ A printer condemned the idea of increasing prices which would make the business more profitable, reasoning that prosperity in any line of trade increased competition.

¶ Cost systems do not tell the guesser in advance the number of hours it will take to do a piece of work. But the history recorded will be his best source of information for a basis.

¶ Among the many calls this month for the Ben Franklin Club Cost System blanks, enquiries have come from Montreal, Toronto, Memphis, Nashville, Manila, P. I., Birmingham, Ala., Montgomery, Ala., Scranton, Pa.

¶ A child labor law was passed by the Ohio Legislature, which requires that no boy under 16 or girl under 18 can be employed over eight hours a day. The general age limit for the child labor is 14 years of age. A modified form of employers' liability law was also enacted.

¶ Too many houses solicit requests for estimates rather than the job. It is this freedom of offering to bid on a piece of work that causes the buyer to ask for prices in so many places. The buyer is only doing what you made him promise to do. Didn't you ask him to let you figure on the next job, and didn't you "hang around" until he promised?

¶ You didn't take a vacation this year? Why not? Not because you had too much money? Oh! because you didn't have enough! Well, why not? You had enough business? You had plenty, eh! No good prices? Why not? Your competitor made the prices and you had to meet them! Well, what are you going to do about it? Don't know? Say, join the Ben Franklin Club, get in the work and educate the printer that is making such low prices. Charge and quote higher prices yourself, then show him where he is mistaken. Try it, the effort will do wonders.

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are the best, best working and best looking printing inks made. Made from HUBER'S celebrated colors and HUBER'S own best varnishes, scientifically and harmoniously combined, they will permit the printer to turn out the most and the best work that the press is capable of doing. Ask for catalogue.

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As Read at One of the Noon Luncheons of the Ben Franklin Club

By J. A. MORGAN

THE power of the Ben Franklin Club of Chicago, and what we can do.

"Gentlemen, this is a big, broad proposition, and I only hope that I shall be able to leave with you a few thoughts and that in the near future we shall hear more on this subject, and by speakers more able than I.

"The power of our club is, I believe, greater than any of us realize, by reason of the fact that we have given the matter little, if any, thought. I don't think it necessary to dwell on what the club has already done in a direct way. I think that is patent to all who give the subject any thought. These splendid meetings and the interest shown in the work—Our Ben Franklin Monthly, a publication you can't beat—our Credit Bureau, so good others are copying it—Our educational work, resulting in better prices. But there is another way that our club has already done a great work and will continue to do so, that possibly all of us have not noticed. That is in bringing us together in our thoughts and ideas. It is not enough that we gather at the same table or in the same room. We must think together as to what is best for the interests of all. Our club is a power in broadening our thoughts and teaching us to see things in their broad and true light, and when we can all see and accept this true viewpoint we must necessarily be together. And when the time comes that we are a unit as to what is for the best interests of all then indeed we shall be a power with absolute control of our trade.

"We are a co-operative institution, just to the extent that we co-operate, and all work, just in that measure will we grow and prosper. The more workers we have, the more work will be done, and the faster we will progress. I want to quote these few lines from the last issue of our Monthly on successful organization. 'Successful organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticize those who do things that tend to make organization a success.'

"I want to say that your officers and committees were well chosen and have accomplished a great deal. I am barring, of course, the committee of which I happen to be a member. They have done what work you gave them to do, as was their duty, and are entitled to thanks for doing only that much. But of what avail would their efforts have been without the club behind them? What would our President, to whom we owe so much, accomplish presiding over and talking to an empty hall? Suppose a few printers had worked out a Credit Bureau such as ours, which has been commented upon and copied by a great many organizations, what would it have amounted to without the club behind it? Who would give it a second thought? Suppose again another group had offered a Cost System without the power of the club behind them, would it have been talked of and discussed from one end of the country to the other and asked for by the Government Printing Office of the Phillipine Islands? I say that the power of the club has given weight and force to every one of our acts and will continue to give weight and force to all our acts in the future.

"I look upon this organization as in its infancy and the work of your committees only just begun. They have been in existence only a few months. Try and conceive if you will what will be the results after a few years of work. The work of the Credit Bureau for instance, probably will not be completed during the term of this Committee, but it will be continued by the next and the next and the work eventually perfected. So with the Membership Committee. If they don't get all the printers of Chicago signed up this year they will the next year, or keep after them until they do. So with the work all along the line, there will be no stoppages. Where one officer or committee leaves off, there the next will take up the work and carry it along. As I look back two years when our club was young and compare it with to-day and try to imagine what it will be in the future, I cannot help realizing and believing that we are a great power for good in our trade and destined to be the means of putting the printing business where it ought to be; in the foremost ranks of all the manufacturing lines of this great manufacturing centre.

"Just a few words as to what we can do. With an organization representing 85 per cent. of the equipment of the trade in Chicago and about 80 per cent. of the purchasing power, what more do you want to be able to take your stand for proper recognition?

"Senator Beach, of Portland, Oregon, while at our last monthly meeting, pictured to us the things that are done in his home town, just by the co-operation of the printers.

"The supply houses I know are ready and willing at any time, to listen to any grievances we may have. I am assured that if we really desired it, and made the request general, so that the initiative would not be taken by a single concern, but would be the rule of all, we could have some changes made in the manner of selling goods by the paper houses.

"Already, and without waiting for us to ask it, one paper house advertises to sell to printers only. Another has followed it up by issuing a special price list to printers.

"We all appreciate this, and no doubt more favors would be granted us, if only in the proper manner and spirit, we would ask for them.

"I repeat, we are a co-operative institution, therefore let us co-operate. If any of you have not reported to the Credit Committee all your undesirables, do so at once. If you have not brought into the club at least one new member, it's time you had. If you have not secured an advertisement or written an article for the Monthly, why haven't you? If you have not put in a cost system, and it is conceded on all sides that you can't do business without one, why don't you, and do it now?

"I leave with you the thought, 'What would be the results if we all co-operated to this extent?' "

Is It Necessary to Be a Good Fellow to Get Orders for Printing?

By ALFRED HAMBURGER

THIS subject was discussed by Mr. Alfred Hamburger of the Hamburger Printing Co. at the meeting of 52 printers at The College Inn, September 17, 1908, as follows:

"*Gentlemen and Good Fellow Printers*—

"This is certainly a h— of a fine meeting — this is a 'good fellowship' meeting. This meeting means that the printer of to-day is no longer the same printer of past times, it means that even the printer is waking up and is willing to come out to meetings, to meet his friends and his fellow men. 'Is it necessary to be a good fellow to get orders for printing?' This is the subject assigned to me to-day and I must confess that, while I was notified to speak on this interesting topic, it is the d—— thing in the world for me to prepare myself for any given subject. My thoughts have to come spontaneously, and here "they go." The subject is one we all come in contact with every day and one which I have tackled and experienced for the last ten years. I do not think it is absolutely necessary to be a good fellow, in order to be a successful salesman, but it is preferable and the faculty of one being able to make a good

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many friends, has often helped to make sales. Now, what does goodfellowship mean?

"This all depends on the surroundings and the personality of the party you want to sell. Very often it means good salesmanship. For instance, you are calling on a prospective customer, who happens to be an employee of some large corporation. He happens to be a single man. Well, good fellowship with him means something entirely different than a good fellowship with an employer of some establishment, the "boss' himself, who happens to be busy, grouchy, a married man, who just had an argument with his wife before reaching the office.

"There is not two customers who can be treated alike. Each one is different and each one has to be approached in a different manner. To be a successfully good fellow means to be a good judge of human nature. You have to study your customer first, you have to size him up, if he will stand for good fellowship or not, if he will stand for a little joke or not, or if he will stand for a treat to a cigar or a drink, or not. All these things have to be considered thoroughly and wisely, as occasionally too much 'good fellowship' or good fellowship at the wrong time or at the wrong place, or with the wrong man would be disastrous or mean a lot of harm and the loss of a customer and business.

"Never take a man to lunch or treat him to anything at a time when he could surmise for one moment that you are simply treating him because he is giving you some orders. The customer you treat must be at all times your friend, and he must know that you are treating him for the only reason, because you are so fond of him, and because he is such a h— of a fine fellow.

"Good fellowship is only successful when it means the study of human nature, when it means good judgship; only at that time is goodfellowship the keynote to a successful salesman. Make every customer believe that he is 'it'—even if he is 'nit;' make him think that he knows it all even if he doesn't know anything, and that you are willing to learn from him, but always do insist upon your right price.

"The time of overcharging a customer on the strength of being a good fellow or handing him a lot of 'bird seed' is passed—you have to have something to back up your goods. You have to have the quality in the goods to sell him, you have to inspire confidence, you have to show him that you are independent, and you have to have backbone enough to refuse an order occasionally. Always know the proper time when to refuse an order—this knowledge alone will help you to succeed.

"It is not alone good fellowship, idle or pleasant talk, independence, pleasing address, energy, or backbone, which you need in order to be a successful salesman in our line. No, this is not all. We need to know more, we need the absolute knowledge of our cost. Without this, we salesmen are in the dark; without the knowledge of cost we cannot sell at a profit unless we guess at everything and then guess high enough. Therefore, gentlemen and all those who are here with us 'for the money and the success' which we make out of the printing business—install a cost system!

"Is there any wonder that there are so many failures in the printing line, and so few successes? Taking orders at a price, if you don't know what the product is worth, is 'guesswork', and the sheriff is bound to get you. You are marked down as a failure, while with a cost sheet and some other good qualities of salesmanship, you are bound for a success.

"Only the other day I met a printer who is a member of this club, just recently, and who has several men on the street. 'Say, John, how many salesmen have you got on now?' He answered me: 'My Dear Hamburger, I have three price cutters and one salesman.' Now, boys, consider once for all and refuse an order occasionally. You are bound to win, no matter if you use good fellowship or not, as long as you know the cost and get a good price for your product.

"Our meetings here are doing a lot of good; they are educating most of us; they have helped to educate me. Our firm has made a fairly good success, and we have made some money. Why? Because we are not afraid to ask for a decent price for honest work, and we are willing to give a customer honest service. Our firm has a good cost system, but still we are not so thick-headed as to imagine that we have a perfect one. We are willing to learn, and we are installing now, under the advice of our learned secretary, Mr. Ellick, a new system, a system which is simple and which will absolutely show if we are right or wrong. Everybody should have the same treatment, and everybody is welcome to expect same at our place of business. Personally, I hate a 'price-cutter.' I hate myself if I should be as weak, sometimes, as to cut a price. One thing I will say, I will never cut a price on a Thursday afternoon, after the meeting of the Ben Franklin Club. (Applause). We ought to have meetings every day at that rate. But please, boys, one thing to take home with you, as I could talk from now till h— freezes over, believe in good fellowship, as it will help you; but first and last and always, believe in a cost system, talk cost system, believe in the BEN FRANKLIN CLUB ideas, and talk them up to your fellow printer, to your supplyman, to everybody else. The time is at hand to do things, success will be ours and yours, simply decide to take the opportunity. Be a good fellow at all times and be loyal to the BEN FRANKLIN CLUB ideas.

"Thank You."

YOUR WAYS ARE COMPLIMENTED

Summer is ended: the farmer has gathered his harvests: the vacations are once more a memory and anticipation. Master printers are again at their desks, their faces bronzed and their system braced by a short surcease from worry. Why start to worrying again? Why not get busy and form an organization of your competitors and get acquainted? The Chicago Franklin Club meets every Thursday noon and holds an hour and a half session over their luncheon, at which time they are entertained and instructed by one or more good talks on business subjects. They are gradually getting better acquainted, and it is beginning to be found that they are too good friends to worry each other. It requires a very mean disposition to eat with a man and then go out and knife him in business. The meanness is getting rubbed off in Chicago. Why not try the plan in other cities?—*September Master Printer.*

BEN FRANKLIN COST SYSTEM BLANKS

For convenience of members of the Ben Franklin Club the Secretary has a supply of the blanks used in the Cost System. These blanks can be had on application. Prices are as follows:

Form 1,	Composition Daily Time Record	25c	per 100
" 2,	Press Room " " "	25c	" "
" 3,	Bindery " " "	25c	" "
" 4,	General Summary Blanks	10c	per doz.
" 5,	Press Room " "	35c	" "
" 6,	Composing Room Pay Roll Blanks	$125	per 100
" 7,	Press Room Pay Roll Blanks	1.25	" "
" 8,	Bindery " " "	1.25	" "
" 9,	Monthly Statement of Cost	35c	per doz.
" 10,	Job Ticket Envelopes	"	" 100
" 11,	Individual Job Cost Sheet	"	" 100

SUCCESSFUL organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticise those who do things that tend to make organization a success.

Ben Franklin Club Bond

Made for Ben Franklin Club Printers

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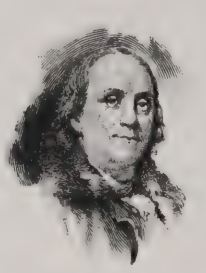

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Printers' Estimating

By GEORGE WOODRUFF ALBRECHT

ESTIMATING is a problem of price and not of production. A proper price depends on the cost of production, but is not based upon the cost of production as exemplified by a high-priced man who carries the job (in his mind) through all the various steps, at the various low wages therein ruling (again in his mind); but is based upon average probabilities under average conditions prevailing where the job is to be done, or within the field of competition.

In close and careful reading of all the leading journals of our art for the past ten years, scarcely a single instance of square estimating has been met. The question asked the "conductor" of the estimating department rarely takes the form of an inquiry for a proper price, but is a despairing wail to know "how the other fellow made his price." And the "conductor," not to be outdone, points out how, by using a certain sized paper bought at the lowest cash price and figured in with a ten per cent margin to cover general expenses, handling, cutting, waste and profit, and with five-dollar-a-week labor possessed of five-thousand-a-year brains, the job can be turned out at even a lower price "and not lose anything."

Conditions vary throughout the country, and what is a correct estimate in one place is not necessarily a correct estimate in another, but the *principal* is the same everywhere.

There are some pretty good small printing offices in the United States which are seventy-five miles from an electrotyper, and where a round week is required to send and receive a freight order of paper. To advise an office so situated to electrotype forms for the purpose of duplication or to save typesetting, or to prescribe a certain sized paper other than a regular size carried by the office, borders on the ridiculous.

David Ramaley, one of the best writers on estimating in the United States, lays it down that to the first cost of paper stock fifty per cent should be added to cover the general expense, handling, cutting, waste, and a due proportion of profit.

Estimators in our trade journals usually add ten per cent, occasionally fifteen, and very, very seldom do they add so much as twenty. It may well be doubted if there is a strictly custom-work printing office in the country in which the volume of business is so great that the items properly to be added to the prime cost of paper stock can be kept inside of ten per cent, say nothing about any profit.

The wholesaler who supplies the printer does not attempt to do business on a margin of ten per cent, nor twice ten, and the retailer who handles paper in quantities similar to that of the printer, would die of fright if called upon to make an average margin even so low as fifty per cent. Is there any reason why a printer should, or can, work cheaper than the regular wholesaler and retailer, unless, indeed, as is too often the case, he is a "cheap man?"

Ramaley says that twenty-five per cent should be added for general expenses and then twenty per cent for net profit; which is equivalent to adding fifty per cent to first cost, and is sound. Any lowering of this can only be done where the job is large, plenty of time given to get the most advantageous stock, and where the pay is sure. And this last consideration is of much more importance than is often counted upon. Printers, as a rule, are not systematic bookkeepers and statistics of bad debts are not easily obtainable; however, this is a point to be borne well in mind, and five per cent of the entire volume of business will not be too large to figure on.

No matter how large or how small a job may be, there is some portion of general expenses attached to it, and the average printer may well accept the conclusion that any margin under fifty per cent added to cost of paper is reducing his legitimate profit, and that a margin of but ten per cent makes a profit of any size impossible and a loss of large size extremely probable.

Under average conditions figure fifty per cent—under the stress of special conditions be sure of *some profit.*

A late writer advocates basing estimates on certain fixed percentages for expenses and profit, to be added to the cost as shown by stock, labor, etc. He gives thirty-three and one-third for expenses and fifteen for profit, the net result being Ramaley's fifty per cent. Theoretically this is perfect, practically very faulty, as a man's time would be counted at the same rate whether on the cutter, at the case or at the press.

The composing room usually has a smaller investment than the press room, and hence calls for less taxes, insurance and interest, but has a far greater item of depreciation. The cutting department has about the same depreciation as the press room, but a very small investment as compared to either press or composing room. Then, too, with the average run of work it is impracticable to keep time on a job for the distribution—this must be calculated upon the time of composition alone, and fifty per cent added to composition would leave the composing room fifty per cent behind.

In order to secure the same profit advocated as correct on stock, the time on composition must be charged at about three times the price paid the compositor. This should be based upon the average wages of first-class workmen. It will not do at all to make a low price on account of cheap labor, for the extra cost of high-priced supervision, greater damage to material, etc., will more than offset it. And the workman should be careful to count time from the moment the job is taken in hand until the corrections are made and the type on the stone in perfect order for the lock-up.

As presses vary in cost from small hundreds to large thousands and in capacity just as much (although sometimes in inverse ratio, as different qualities and sizes of stock go through differently), it is manifestly not correct to say "so much for a man's time" in the press room, nor "so much a thousand impressions" without taking into consideration all those points as well as others, such as the register on color work, etc.

On a platen press, unless the stock be so heavy as to endanger the gage-pins, or so flimsy or badly shaped as to be difficult to fly on, all sized sheets of all qualities are much the same. Flats, linens, plate and cardboard all go; but on a cylinder all are very much different.

The better way is to fix a price per thousand impressions on each and every press for standard work, and vary from this to suit the varying conditions of jobs not standing. With the exception of envelops, tags, cheap cards, dodgers and other cheap small work which goes with a slam-bang and without regard to waste, no platen press should be rated at less than a dollar a thousand, and these exceptions should bring from sixty to ninety cents. The largest platen press is worth $1.50 a thousand, and cylinders run the entire scale from top to bottom.

Ordinary lock-ups, requiring no special make-ready, should be charged at a price equal to one-half the price for a thousand impressions for the form. Elaborate make-ready should be charged according to time taken at a rate equal to the charge for the press had it been running.

Perforating can often be best done on the press, either at time of printing or at a separate run. When done all at one impression it reduces the speed, enlarges the waste and destroys the rollers, all of which should be taken into consideration.

In all the items which go to make up a completed job there is none too small to consider and to charge for; nothing should be thrown in, nothing overlooked, and nothing done

Melton Mills

A white wove writing paper of unusual merit, at a low price. For that job you are now figuring on, or have in the shop. Send for samples of this excellent paper and find the many uses you have for a sheet of this character. ¶ We carry in stock every known size and weight, in both single and double sizes.

PRICE, 5 3-4 CENTS PER POUND

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CHICAGO, ILL

without its bearing its fair share of the general expenses and *producing a profit.*

All the matters herein set forth are but the opinions of one man, based largely on one man's experience, and may be all wrong in theory and in practice—but here is a fact: An office following the above lines unfalteringly has done four profitable years' business, successfully meeting intense local competition and the competition of three large cities, just as it happened to come. And every first-class concern, competing in quality, has given remarkably near the same estimates. Whenever greatly lower prices have been named the product was confessedly or palpably inferior in quality.

However, it is not so much the purpose of this article to set out a scale of prices as to point out the way for each office to make its own correct scale.

Customs of the Printing Trade

Below is given a reprint of a card 11x17 which is posted in most of the printing offices in Milwaukee. Such customs should be the rule in Chicago, and to that end the Ben Franklin Club have had printed a number of copies. Any printer, whether a member or not, can obtain one of these cards without cost, by applying in person to the Secretary's office, room 1327 Monadnock Block, and agreeing to hang it in his office.

PRICES: We base our charges on the cost of production. We maintain an accurate system of time keeping and costs, which enables us to make proper charge. Estimates will be submitted on request, but a reasonable time must be allowed to do this work correctly.

QUOTATIONS: All quotations should be in writing and are subject to revision at any later date. Agreements made and orders accepted are contingent upon strikes, fires, accidents or causes beyond our control.

EXPERIMENTAL ORDERS: All work produced in an experimental way at customer's request will be considered an order, and all composition, sketches, drawings, plates, presswork and materials will be charged for.

COPY: Typewritten and other carefully prepared copy saves labor costs in typesetting and avoids alterations.

PROOFS: When proofs are submitted, please examine, make corrections if any, mark "O. K." or "O. K. with Corrections," sign with full name, that we may know proof has been approved by the one duly authorized, and return with copy. We will not be responsible for any errors after proof is returned O. K.'d.

ALTERATIONS: An additional charge will be made for alterations in proofs submitted, by which they are made to differ from copy or original instructions.

PRESS PROOFS: An extra charge will be made for press proofs unless the customer can be present when the form is made ready on the press, so that no press time will be lost. Presses standing idle awaiting O. K. from customer will be charged for at regular production hour rates.

STANDING TYPE: A charge of 1c per square inch per month will be made for all standing type.

TIME FOR DELIVERY: A fair allowance of time for doing the work insures better quality and enables the printer to conduct his shop with greater economy, to the advantage of the customer.

QUANTITY DELIVERED: We endeavor to deliver the given quantity ordered, but owing to the difficulty of producing exact quantities, a margin of 10 per cent must be allowed for over or short count, the same to be charged for or deducted at the pro rata rate for excess copies.

POSTAL CARDS AND STAMPED ENVELOPES: This being a cash expenditure, customers are expected to furnish these with their order. If they are not furnished an extra charge of 10 per cent will be made on the amount required to purchase them.

TERMS: Strangers must leave a deposit when ordering work. Credit is extended only to established concerns or persons well recommended. All bills are payable before the 10th of month following the billing. No discounts allowed. Interest is charged on past due accounts.

CLAIMS: All claims must be made within five days of receipt of goods.

Personal & Otherwise

W. B. Conkey is building for himself a $25,000 residence at Hammond, Ind.

C. K. Eberts, who has been salesman for the Southern Printers Supply Co., Washington, D. C., has been taking a vacation at his former home in Chatham, Ontario.

The new Chicago City Directory just out gives a total of 753 book and job printing offices in that city. The name of 772 publishers also appear. The Telephone Directory list only 600 using telephones.

The "smarty" who knows how to make up a job to print and bind three on, therefore being able to undersell all competitors, should be gently but firmly brought to the realization of the fact that every other fellow in the business knows the same trick and has worked it to the limit for the last thirty years.

Barnhart Bros. & Spindler of Chicago report the recent receipt of several orders, foreign and domestic, so large in size as to justify the belief that the year-long delayed revival in trade has really set in. Among these is a record-breaking order from Spain, a large order from Manila, and two of the largest orders of the year from Wisconsin.

Mr. John MacIntyre has resigned as vice-president and manager of A. R. Barnes & Co., after a residence in Chicago of about a year. Mr. MacIntyre has been re-elected secretary of the United Typothetæ of America. The Ben Franklin Club had hopes that "John," after the U. T. A. convention, would be released from his position as secretary and would then have more time for Chicago interests. He would make a good worker and is a great believer in Cost System and education. It is reported that absence of salt air in Chicago induced him to again seek the coast.

Mr. M. A. Fountain has resigned his office of Treasurer to the Ben Franklin Club. Mr. Fountain desires to devote his entire time to his business is the reason for his resignation. He has been an energetic member of the club and a good deal of the work of starting the organization fell to him. While relinquishing his duties as an executive officer he still intends to take the same interest in the welfare of the club as in the past. Mr. Geo. Seton Thompson has been appointed by the board of managers to fill out the unexpired term. Mr. Thompson has also been an untiring worker for the best interests of the printer and will ably fill the position.

Senator Seneca C. Beach of Portland, Oregon, President of Western Master Printers Association, while in Chicago was entertained by several members of the Ben Franklin Club at an informal dinner at the Chicago Athletic Club. There were twenty-five present. Mr. W. A. Grant acted as master of ceremonies. Senator Beach made one of his characteristic talks which was followed with remarks by several present.

It was a compliment to the printers to give on such short notice so elaborate an affair.

Partridge & Anderson Co.

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AND
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PROMPT SERVICE
FIRST CLASS WORK
REASONABLE PRICES

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We make a specialty of matching Tints and Colors. Our Half-Tone Brown is unexcelled. We have it in the different shades. It runs like black ink and will not fill up the cuts. Send for one of our Specimen Books, just issued.

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Composition
That's All

Largest Exclusive House in Chicago

Chicago Typesetting Company
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THE CUT QUESTION
TELEPHONES
RANDOLPH 747
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AUTOMATIC 6940
ARE YOU EVER PERPLEXED OR IN DOUBT?
Do you always know what will give you the best results? Did you ever find yourself face to face with a proposition you could not solve when planning your Ad, Booklet, Circular or Catalogue? If you have you can value good honest and expert counsel. We know our business, and will be glad to help you
Artists Designers Engravers Electro-typers.
JUERGENS BROS. CO.
140-146 MONROE STREET
CHICAGO, ILLINOIS.

Government Competition

FOR many moons we have heard the wail of the printer who felt the competition of Uncle Sam in printing return address corner cards on stamped envelopes without charge. Of course we all know that it was done to facilitate business in the postoffices throughout the country, and no wide-awake business man would have kicked at a compulsory regulation requiring all envelopes to be so printed; but it is eminently unfair to the job printers of the country to have the government do this work for nothing. If U. S. must compete with the little printer, let it be done fairly and a proper price charged for imprinting.

The National Association of Stationers and Manufacturers at its last session took action on this matter, and we hope every association of the printing and allied crafts will do likewise and keep it up until a reform of this abuse is achieved.

The action of the stationers was as follows:

The committee on paper and envelopes through its chairman, Mr. Brewer, then reported the following resolutions as their action on the matter of government printing of postoffice envelopes, which had been referred to them:

"The United States Postoffice Department having recently issued circulars requesting that orders from the public be sent to the various postmasters throughout the country for stamped postoffice envelopes in quantity of five hundred or multiples thereof, with the corner card printed thereon, at no expense to the purchaser, your committee on paper and envelopes present the following resolutions for adoption of this convention:

"*Resolved,* That the action of the Postoffice Department, in advertising broadcast the low price at which stamped envelopes are sold by the government, and that in lots of five hundred and more the printing of the return card will be done without charge, urging upon the people the advantage of the card (costing nothing), works greatly to the disadvantage of the stationers and printers of the country.

"It ranks as unfair competition, and is contrary to the spirit of fairness which in common with all other citizens we have a right to expect. It is not a general reduction to all the people, alike, but a concession to those able to buy in quantities, and is contrary to public policy, being detrimental to a large part of the business men and benefiting a favored class.

"*Resolved,* That we respectfully request the Postmaster General to make such modification of this policy as will be just and fair to the interests we represent.

"*Resolved,* That a duly certified copy of these resolutions be forwarded to the Postmaster General."

The resolutions were adopted.

About September 15 the New York Board of Trade, we are informed by Mr. Chas. Paulus, will issue its "System for Obtaining Costs of Production." Mr. Paulus believes that the New York system is even simpler in its form than that of the Ben Franklin Club of Chicago, which has been coming in for a considerable amount of favorable comment in the trade recently. A representative of the *Printing Trade News* was assured by Mr. Paulus that a representative of the Board of Trade would adjust the system to any printing business in New York City without cost. Even as important as the settlement of the labor problems that have confronted the master printer is getting a profit for his work, and no man is able to intelligently make prices to the customer until he knows the cost of production to himself, and not many heads of plants know it for a certainty who have no system for arriving at such costs.—*Printing Trade News.*

The effort shown to try to improve the Chicago System puts the Ben Franklin Club Cost system in a class by itself.

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CACTUS BOND

Beautiful Colors — Good Strength

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PINK
BLUE
BUFF
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GOLDENROD
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CADY PAPER CO.

TACOMA BUILDING

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SPECIAL COLORS TO ORDER ON SHORT NOTICE

ASK US ABOUT OUR ASSORTED CASE PROPOSITION

THE LARGEST WOOD ENGRAVING DEPARTMENT
IN THE WORLD
THE HAWTIN ENGRAVING COMPANY
ENGRAVERS BY ALL PROCESSES
147 FIFTH AVENUE, CHICAGO

LEVEY

LEVEY

(I am the Black Ink being used on the majority of the high-class publications and catalogues in this country. I am quick drying, I work clean, set quickly. I always look bright and happy, so does the man who uses me. My home is at 357 Dearborn St., where I will be pleased to have you see me. My telephone No. is Harrison 4115)

Fred'k H. Levey Co.

LEVEY

Sacrifice Sale

Retiring from the Rebuilt Cylinder Press Business Our Large Stock Must be Speedily Disposed of

The building we now occupy with our machine shop for rebuilding printing presses has been sold to the City. We have, therefore, decided to immediately close out our large stock of rebuilt cylinders, and retire from that branch of business. We have also a large number of Platen Presses which we will sell at bargain prices.

Barnhart Bros. & Spindler

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183 to 187 Monroe St., Chicago

Directory of Watermarked Papers

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AGAWAM	J. W. Butler Paper Co
ALEXANDRIA	J. W. Butler Paper Co
ALEXIS BOND	The Paper Mills' Co
AMBASSADOR	J. W. Butler Paper Co
ANCHOR "LINEN FINISH"	Dwight Bros. Paper Co
ARROW	Bradner Smith & Co
ASTORIA	Bradner Smith & Co
BANNER BOND	Chicago Paper Co
BEACON BOND	The Paper Mills' Co
B. F. C. BOND	Knox & Wolcott Paper Co
BIRD	Bradner Smith & Co
BROTHER JONATHAN	J. W. Butler Paper Co
CARBON	Bradner Smith & Co
CHAUNCY	Whiting Paper Co
CHEVIOTS	Whiting Paper Co
COLONIAL	Bradner Smith & Co
CREME	Bradner Smith & Co
CACTUS BOND	Cady Paper Co
CHICAGO BOND	Chicago Paper Co
CRANE'S BOND	J. W. Butler Paper Co
COMMERCIAL	Bradner Smith & Co
CRANE & CO.'S BOND AND PARCHMENT PAPERS	Bradner Smith & Co
CHANCELLOR	Bradner Smith & Co
CLOTHLIKE BOND	The Paper Mills' Co
CRETONNE	Bradner Smith & Co
CENTRAL MARKET	Bradner Smith & Co
CARDINAL	Bradner Smith & Co
CHINESE	Bradner Smith & Co
DAMASCUS	Bradner Smith & Co
DANDY (Watermarked)	Cady Paper Co
DANISH	Dwight Bros. Paper Co
DANISH PARCHMENT "LINEN FINISH"	Dwight Bros. Paper Co
DIAMOND	Dwight Bros. Paper Co
DIPLOMA	Bradner Smith & Co
DISTRICT	Whiting Paper Co
DUPLICATE	Bradner Smith & Co
ELSINORE BOND	Knox & Wolcott Paper Co
ENGLISH BOND	Chicago Paper Co
EXPOSITION	Whiting Paper Co
FAIRFIELD PARCHMENT "LINEN FINISH"	Dwight Bros. Paper Co
FAIRY BOND	The Paper Mills' Co
FRANKLIN BOND	Knox & Wolcott Paper Co
GUARANTEE	Dwight Bros. Paper Co
HALIFAX	Bradner Smith & Co
HERALD BOND	The Paper Mills' Co
HOUSATONIC	J. W. Butler Paper Co
HICKORY BOND	Chicago Paper Co
HICKORY, PLATE FINISH	Chicago Paper Co
HIGHLIGHT BOND	The Paper Mills' Co
ILLINOIS BOND	Chicago Paper Co
IMPERIAL	Whiting Paper Co
IRVING BOND	Knox & Wolcott Paper Co
JAPAN "LINEN FINISH"	Dwight Bros. Paper Co
LAKESIDE	Bradner Smith & Co
LINENE BOND	The Paper Mills' Co
MAIL ORDER	Bradner Smith & Co
MANIFOLD	Dwight Bros. Paper Co
MAP	Bradner Smith & Co
MAJESTIC	Bradner Smith & Co
MOSCOW	J. W. Butler Paper Co
NATIONAL BANK	J. W. Butler Paper Co
NORSE BOND	Knox & Wolcott Paper Co
OLD DEERFIELD	Dwight Bros. Paper Co
OLD HAMPDEN	Chicago Paper Co
OLD HAMPSHIRE	Bradner Smith & Co
OLD STAMFORD BOND	Knox & Wolcott Paper Co
OLD VEDA, LINEN FINISH	Chicago Paper Co
ONION SKIN	Dwight Bros. Paper Co
ONYX	Bradner Smith & Co
PANAMA	Dwight Bros. Paper Co
PAUL JONES	Bradner Smith & Co
PALE, LINEN FINISH	Chicago Paper Co
PANDORA BOND	Chicago Paper Co
PARSON'S BOND	Chicago Paper Co
PHELPS PROTECTIVE PAPER	Chicago Paper Co
PLYMOUTH	Dwight Bros. Paper Co
POLICY	J. W. Butler Paper Co
PUBLIC SERVICE	Bradner Smith & Co
PUBLICITY BOND	Knox & Wolcott Paper Co
RECORD	Dwight Bros. Paper Co
REGISTER	J. W. Butler Paper Co
RHODODENDORN BOND	The Paper Mills' Co
ROMAN BOND	The Paper Mills' Co
ROYAL CROWN	J. W. Butler Paper Co
ROCKTON	Bradner Smith & Co
SAXON BOND	The Paper Mills' Co
SPECIAL	Bradner Smith & Co
SPHINX	Bradner Smith & Co
STATE	Whiting Paper Co
STRATHMORE PARCHMENT BOND	The Paper Mills' Co
TAADE	Whiting Paper Co
TEKOA LINEN	Bradner Smith & Co
TEXTILE	Whiting Paper Co
TUNXIS BOND	Knox & Wolcott Paper Co
TYPEWRITER	Bradner Smith & Co
UNITY BOND	Chicago Paper Co
U. S. A.	Bradner Smith & Co
U. S. BANKERS	Whiting Paper Co
VICTOR	Dwight Bros. Paper Co
VOUCHER	J. W. Butler Paper Co
WASHINGTON BOND	Knox & Wolcott Paper Co
WHITING	Whiting Paper Co
WILD GRASS BOND	Knox & Wolcott Paper Co
WIZARD	Dwight Bros. Paper Co
WORONOCO	Dwight Bros. Paper Co
YANKEE BOND	Knox & Wolcott Paper Co

LEDGERS

ADVANCE LINEN LEDGER	The Paper Mills' Co
AJAX	Dwight Bros. Paper Co
ATLANTIC	Bradner Smith & Co
ATLAS	Dwight Bros. Paper Co
BANKERS' & MERCHANTS'	Bradner Smith & Co
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BANKER SAFETY	J. W. Butler Paper Co
BANZAI LEDGER	The Paper Mills, Co
BRADNER, SMITH & CO.'S No. 1	Bradner Smith & Co
CITY	Bradner Smith & Co
COMMERCE LEDGER	Chicago Paper Co
CHAMPION LINEN LEDGER	The Paper Mills' Co
CHICAGO LEDGER	Chicago Paper Co
CRANE BROS.	Bradner Smith & Co
DEFENDUM LEDGER	Chicago Paper Co
ECONOMIC	Dwight Bros. Paper Co
GENERAL LEDGER	J. W. Butler Paper Co
GERMANIC	Bradner Smith & Co
ILLINOIS LEDGER	Chicago Paper Co
JACKSON	Bradner Smith & Co
LEDGER MILLS	J. W. Butler Paper Co
LILY	Whiting Paper Co
LOOSE LEAF LINEN LEDGER	J. W. Butler Paper Co
MOUNT ROYAL	Knox & Wolcott Paper Co
NATIONAL SAFETY	J. W. Bulter Paper Co
PARAGON	Knox & Wolcott Paper Co
RECORD	Whiting Paper Co
RUSSIAN	Dwight Bros. Paper Co
SCOTCH	Bradner Smith & Co
SCOTCH LEDGER	Chicago Paper Co
SCRIPTUM LEDGER	J. W. Butler Paper Co
STANDARD MILLS	J. W. Butler Paper Co
STERLING	Whiting Paper Co
STRATHMORE DEED	The Paper Mills' Co
THE P. M. CO. No. 1 LEDGER	The Paper Mills' Co
UNCLE SAM	Bradner Smith & Co
WESTON'S	Bradner Smith & Co
WESTERN LEDGER	J. W. Butler Paper Co
WHITING	Whiting Paper Co
WORONOCO	Dwight Bros. Paper Co

LINENS

ARGYLE	Whiting Paper Co
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CHALLENGE	Bradner Smith & Co
COLUMBUS HAND-MADE	Bradner Smith & Co
CRANE'S JAPANESE LINEN	J. W. Butler Paper Co
CRANE'S ALL LINEN	J. W. Butler Paper Co
CRANE BROS. JAPANESE	Bradner Smith & Co
CRANE BROS. ALL LINEN	Bradner Smith & Co
DES PLAINES	Bradner Smith & Co
EXCEL	Dwight Bros. Paper Co
GOTHIC LINEN	The Paper Mills' Co
HORNET	Bradner Smith & Co
HORNET LINEN	Chicago Paper Co
KEITH LINEN	The Paper Mills' Co
KENMORE LINEN	Chicago Paper Co
LINEN FABRIC	Whiting Paper Co
LOTUS LINEN	Chicago Paper Co
MONROE LINEN	J. W. Butler Paper Co
OAK LEAF	Bradner Smith & Co
OLD TIME LINEN	J. W. Butler Paper Co
PARSONS	Dwight Bros. Paper Co
PURE	Whiting Paper Co
RED CROSS	Bradner Smith & Co
ROYAL CROWN LINEN	J. W. Butler Paper Co
STRATFORD LINEN	The Paper Mills' Co
TRADE	Whiting Paper Co

FLAT WRITING

ACORN MILLS	Chicago Paper Co
ACORN COLD PRESSED	Chicago Paper Co
ADMIRAL FLATS	Bradner Smith & Co
ALBA REX MILLS	Dwight Bros. Paper Co
ALGOMA	Cady Paper Co
AMHERST TINTED	Whiting Paper Co
AURORA	J. W. Butler Paper Co
AUTO FLATS	Bradner Smith & Co
BRADNER SMITH & CO.'S SAFETY	Bradner Smith & Co
BUCKEYE MILLS	Dwight Bros. Paper Co
CABLE E. S. COLORED LAID FLATS	Bradner Smith & Co
CALUMET FLATS	Bradner Smith & Co
CASHIERS' SAFETY	Bradner Smith & Co
CENTURY	Whiting Paper Co
O. K. MILLS	Dwight Bros. Paper Co
CLINGSTONE	Whiting Paper Co
COMMERCIAL	Bradner Smith & Co
DWIGHT SUPERFINE TINTED	Dwight Bros. Paper Co
DWIGHT MILLS	Dwight Bros. Paper Co
ECONO FLATS	Bradner Smith & Co
ELDORADO	J. W. Butler Paper Co
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EXCELSIOR MIMEOGRAPH	Bradner Smith & Co
EX. WHITE WRITING	Knox & Wolcott Paper Co
FAIRFIELD JAPAN	Knox & Wolcott Paper Co
FAUST FLATS	Bradner Smith & Co
FERNWOOD MILLS	Dwight Bros. Paper Co
FIFTH AVENUE FLATS	Bradner Smith & Co
HEADLIGHT WRITING	The Paper Mills' Co
HELMET MILLS	Chicago Paper Co
HOLLY FLATS	Bradner Smith & Co
ISABELLA FLATS	Bradner Smith & Co
KENESAW FLATS	Bradner Smith & Co
KENOSHA MILLS	Dwight Bros. Paper Co
LAUREL MILLS	Dwight Bros. Paper Co
LION HALF-TONE FLATS	Bradner Smith & Co
LITHO. PLATE	Whiting Paper Co
LONDON	Whiting Paper Co
LONDON MIMEOGRAPH	Bradner Smith & Co
LULU MILLS	Knox & Wolcott Paper Co
MASCOT	J. W. Butler Paper Co
MERRIMAC COLORED LAID	Dwight Bros. Paper Co

FLAT WRITING—Continued

MILLERS FALLS SUPERFINE	The Paper Mills' Co
MIMEOGRAPH	Whiting Paper Co
NORSE MILLS	Knox & Wolcott Paper Co
OAKENREALM WRITING	The Paper Mills' Co
OLD BERKSHIRE	J. W. Butler Paper Co
OLD BERKSHIRE FLATS	Bradner Smith & Co
OLDEN FLAX	Whiting Paper Co
OXFORD SUPERFINE TINTED WOVE FLATS	Bradner Smith & Co
PADLOCK	Bradner Smith & Co
PARCHMENT	Dwight Bros. Paper Co
PARSON'S EXTRA SUPERFINE	Chicago Paper Co
PARSON'S SUPERFINE LAID	Chicago Paper Co
PASCO MILLS	Chicago Paper Co
PEERLESS MILLS	J. W. Butler Paper Co
PEERLESS MIMEOGRAPH	Bradner Smith & Co
PERFECT	Bradner Smith & Co
PINK WOVE	Dwight Bros. Paper Co
PREMIER FLATS	Bradner Smith & Co
RAG ENVELOPE PAPER	Bradner Smith & Co
RIALTO	Knox & Wolcott Paper Co
REX	Knox & Wolcott Paper Co
SNOWHITE WRITING	The Paper Mills' Co
SOMERSET MILLS	Chicago Paper Co
SPECIAL	Whiting Paper Co
SPECIAL ENVELOPE PAPER	Bradner, Smith & Co
STANDARD EXTRA FINE FLATS	Bradner Smith & Co
STERLING HALF-TONE WRITING	Chicago Paper Co
SHEEPSKIN PARCHMENT	J. W. Butler Paper Co
TARIFF WHITE	J. W. Butler Paper Co
TARIFF PINK	J. W. Butler Paper Co
TARIFF PARCHMENT	J. W. Butler Paper Co
TARIFF TELEGRAPH	J. W. Butler Paper Co
TAMPA	Knox & Wolcott Paper Co
TIGER FLATS	Bradner Smith & Co
TRIOMPHE WRITING	The Paper Mills' Co
TOPAZ WOVE SUPERFINE	Knox & Wolcott Paper Co
UNIVERSAL COLORED WOVE WRITING	Bradner Smith & Co
VELVET FLATS	Bradner Smith & Co
WABASH	Whiting Paper Co
WARWICK	Whiting Paper Co
WAWASA	J. W. Butler Paper Co
WENTWORTH SUPERFINE	Knox & Wolcott Paper Co
WHITING SUPERFINE	Whiting Paper Co
WHITING TINTED	Whiting Paper Co
WHITE PACIFIC FLATS	Bradner Smith & Co
WINNEBAGO FLATS	Bradner Smith & Co
WINNETKA	Knox & Wolcott Paper Co
WORLD'S FAIR	J. W. Butler Paper Co
YUKON	J. W. Butler Paper Co
YALE SUPERFINE COLORED LAID FLATS	Bradner Smith & Co
YELLOW WOVE	Dwight Bros. Paper Co

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FOR RENT—All or half of fourth floor 337-339 Dearborn Street, 48x61 feet. Low rent, elevator and steam heat. Good location for printing office.

FOR SALE—Bookbinders' standing press in good order, cheap. Make us an offer. Address Blakely Printing Co., 126 Market Street.

SOMEWHERE—Who has got a small size Miehle or any good, fast, two-revolution press that they want to sell cheap for cash. I am looking for a man that is anticipating an exchange with the manufacturers. I can pay more than they will allow you in trade. 24x36 sheet. Must be a good press. Nothing cheap wanted at any price. W. C. S., 9145 Erie Ave., So. Chicago.

SUCCESSFUL organization work means the full co-operation of the members, the putting aside of all personality and striving for the general uplift of the business. Nothing can be accomplished by allowing some to sit idly by and criticise those who do things that tend to make organization a success.

G. D. STEERE & CO.
87 PLYMOUTH PLACE

Edition and Pamphlets a Specialty

BOOK BINDING

We have Doubled Our Facilities and are prepared to Fill Orders Promptly

SEND FOR ESTIMATES
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HAVE YOU A COPY OF OUR

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If not write us. You will save money by consulting it. Following is an addition to the many bargains listed therein:

Mill 391 Coated Blanks (Pasted)

Sheets			Per 100 Sheets	Per 1000 Sheets
14000	22x28	4-ply, 1 side	$1.65	$15.50
65700	"	6-ply, 1 side	2.05	19.50
28000	"	4-ply, 2 sides	1.95	18.50
63400	"	6-ply, 2 sides	2.35	22.50

Subject to previous sale. These are perfect stock, not seconds. Samples of any lots listed in our Bargain Catalogue furnished upon application.

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SOME Inks look good for a while
OURS look good all the while

¶ Value given is fundamental — not an advertising scheme. The **full value** is to be found in every ounce of the BIG FOUR product. ¶ To the new customer we offer you the following guarantee. The old customer does not require it.

Our Guarantee

To any printer sending us an order for BOXER BLACK: We agree to pay charges both ways upon his failure to find the quality as advertised.

We stand back of every drop of ink we sell you

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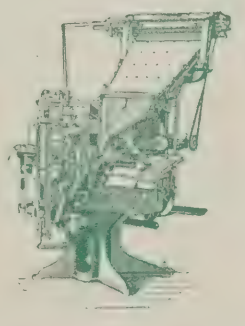

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